

The Tourism Marketing Mix and its Impact on Improving Tourism and Hotel Service

***Dr. Najm Abdul Aali Abbas Abboud Al-Daami, *Eng. Taha Mahdi Mahmoud Al-Khalawi, **Prof. Zine El Abidine Mousa Jaafar**

**Al- Furat Al-Awsat Technical University / Technical Institute – Karbala*

***University of Baghdad – College of Arts*

DOI:10.37648/ijtbm.v13i05.001

¹Received: 02 May 2023; Accepted: 26 May 2023 ; Published: 04 June 2023

INTRODUCTION

The tourism industry plays an important and vital role in the economic activity of many countries, there are the economies of many countries that rely heavily on them as a source of national income, and the best example of this is Spain, Italy, Tunisia and others, as tourism in these countries has contributed to solving many economic and social problems, including providing job opportunities for many of the people of these countries, not to mention raising the cultural level and the accumulation of knowledge for those peoples, as well as achieving a balance in the tourism balance.

Because Iraq enjoys many religious, archaeological and natural sites, this would make this country among the most tourist attractions, especially in religious tourism because of the presence of shrines of pure imams and other honorable shrines that the hearts of Muslims from all over the world aspire to.

Despite the availability of tourist attractions, the tourism sector still suffers from great neglect in both the public and private sectors, and among the weaknesses it suffers from is the lack of interest in promoting tourism services resulting from the lack of awareness of some of them of its importance in achieving customer satisfaction and because of its profound impact on the future of tourism and hotel organizations.

The concept of tourism according to the International Labor Organization refers to the activity carried out by people traveling, or who are in places outside their original environment for no more than one year in a row, in order to spend leisure, shopping, to do some business, or to do other personal matters, and the tourism sector contains hotels, resorts, tourist camps, restaurants, cafes, libraries, tour guides, information offices, tourist guidance, and other things according to the nature of each country, and the local tourist is defined as A person residing in his country, and visits the places in it, and defines an international tourist as a person who resides in a period other than his country for a period of not less than one night.

Tourism is a group of civilized, cultural and economic activities carried out by an individual who moves from one country to another and continues his presence in it for more than a day at least, and there are many purposes for which he traveled, but it does not include work.

Tourism is one of the important activities carried out by many individuals all over the world, so they travel and move from one place to another, which brings them joy and enjoyment, and a sense of comfort and relaxation, and helps them get rid of stress and psychological anxiety, and get opportunities for entertainment and recreation.

A tourist is a person who travels far from his country, whether inside or outside his homeland, for at least one day or one night. The reasons for such travel are numerous, including leisure (recreation, holidays, treatment, education, religion,

¹ **How to cite the article:** Al-Daami N.A.A.A.A., Al-Khalawi T.M.M., Jaafar Z.E.A.M. (June 2023); The Tourism Marketing Mix and its Impact on Improving Tourism and Hotel Service; *International Journal of Transformations in Business Management*, Vol 13, Special Issue, 1-12, DOI: <http://doi.org/10.37648/ijtbm.v13i05.001>

sports), trade and family affairs. Thus, holidaymakers in another country, conference delegations and business travellers are all tourists.

RESEARCH METHODOLOGY

First: The research problem:

The need for a marketing mix in organizations, including hotel organizations, is a necessary requirement to reach excellence in performance and continuity in their field of work in light of a highly changing competitive environment as a result of the information and technology revolution, as well as its necessary role in improving the level of service provided in hotel organizations.

- 1- To what extent is the senior management in tourism and hotel organizations aware of the importance of the tourism marketing mix variable in the development of the hotel tourism service?
- 2- Does the tourism marketing mix have an impact on the development of the hotel tourism service?
- 3- What is the level of correlation between the variables of the tourism marketing mix and the development of the hotel tourism service?
- 4- What is the level of influence of the marketing mix in the development of the hotel tourism service?

Second: The importance of research:

The current research acquires its importance from the importance of the variables it contained, namely the marketing mix and hotel tourism service because they are necessary pillars in increasing the capabilities of hotel organizations to face competition between them and other similar organizations, and the importance of research is reflected in its theoretical and applied aspects as follows:

- 1- Highlighting the importance of the marketing mix and the development of hotel tourism service.
- 2- This research contributes modestly to enriching this topic and is a reference that can be used by other researchers.
- 3- Despite the large number of research and studies that included the marketing mix, there is limited research in its relationship to the development of the hotel tourism service.

Third: Research Objectives

The research aims to:

- 1- Preparing a theoretical framework to identify the marketing mix and the development of hotel tourism service as important variables in hotel organizations .
- 2- Identify the nature of the relationship between the marketing mix and the development of hotel tourism service.
- 3- Identify the availability of marketing mix capabilities.
- 4- Arousing the interest of hotel organizations in the subject of research due to the importance of these variables in improving the level of hotel performance.
- 5- Building a hypothetical model of research variables and testing them on the basis of which conclusions and recommendations are built.
- 6- Coming up with a set of recommendations for the research sample in the field of marketing mix and development of hotel tourism service.

Fourth: Research Methodology

The research methodology is defined as (a design through which plans can be developed) to collect information that makes the research meet the purpose in a simplified, interconnected and systematic manner) The current research has included the use of the descriptive approach method in the presentation of data and the analytical approach in analyzing its results related to its topics and variables for the purpose of identifying the relationship and the impact between them and reaching results that prove the fact of a logical link between the research variables depending on the available references and sources.

THE FIRST TOPIC: INTELLECTUAL FOUNDATIONS OF RESEARCH

This section deals with the theoretical framework of the topics of promoting tourism services and customer satisfaction in a simplified manner according to the following paragraphs :

First: Promotion of tourism services

1- Promotion concept and importance:

The promotion of tourism service plays an important role in the field of introducing the organization and strengthening its relationship with its target audience, because of its active role in increasing the customer's loyalty to the organization's services and influencing his purchasing behavior and directing it in line with the objectives of the organization.

There are many definitions of promotion (sometimes referred to as the "communications mix"), including (the process of contacting potential customers (McCarthy & Permeant-1993:444), according to (Al-Alaq and Abdali-1999: 245), (the process of communicating with others and introducing them to the types of products in the seller's possession), defined by (Belch & Belch -1995:400) as (coordinating the organization's efforts related to building channels of information and desirable levels of persuasion for the purpose of selling the product) and defined by (Etzel et al: 2001: 493) as "any means used to influence others", either (Sisi: 2001: 195) defines tourism promotion as "an integrated set of elements used to introduce the tourism product and convince potential tourists and encourage them to buy it."

It is worth mentioning that the importance of promotion lies in the fact that it is one of the elements of the marketing mix, if not the most important at all, but the success of any tourism program depends on the ability of the tourism company to promote this program (Al-Khudairi: 1989: 153). The importance of promotion is highlighted by being an important source of information that the consumer wants to obtain before making a decision to buy, and the promotion works to increase the demand for the products of a particular organization, which is the main goal of any promotional program, as well as increasing the value of the product and stabilizing sales, as well as it works to improve the image of the organization in the community, which is something important and vital for the purpose of increasing the demand of customers to buy the products of that organization (Al-Sumaidaie: 2004: 260) Etzel et al: 2001:392 points out that the importance of promotion stems from the importance of the goals it seeks to achieve, which is to inform customers of the existence of the good or service, then follow up or pursue those customers and urge them to buy, and finally "always remind customers" of the good or service.

2- Ingredients of the promotional mix:

In order to achieve the success of the promotional mix in achieving the objectives sought by the tourism organization, this program with its various elements must be properly prepared and integrated with the rest of the other elements of the marketing mix.

Al-Khudairi (1989: 153), (Dibb & Simken: 1994: 228), (Abdul Nabi: 1991: 192), (Etzel et al: 2001: 493) and (Sumaidaie: 2004: 261) have pointed out that the components of the promotional mix are (advertising, personal selling, sales promotion, advertising and public relations) either (Bolis: 2000: 281) and (Armstrong & Kotler: 2000: 403) and (Abu Fara -2001: 126) They point out that the elements of the promotional mix are (advertising, direct marketing, sales promotion, personal selling, advertising and public relations) as it is noted that they add direct marketing to the elements of the promotional mix, which is the result of tremendous developments in the field of information technology, as this type of promotion aims to generate a series of communications and responses with current and prospective customers using information technology means (Al-Alaq and Al-Sa'ar: 2003: 3) . The researchers relied on the following elements in the field side of the research, namely (advertising, personal sale, sales promotion, advertising and public relations) because the two writers agreed on them first, "as well as their suitability for the Iraqi environment second."

1- The concept and characteristics of the tourist service:

If we look at the issue of tourism services, it is of a degree of importance by writers and researchers interested in the marketing sector in the last century (the decade of the seventies), but in the decade of the seventies and beyond, a great interest emerged from these writers and researchers in the subject of services, which prompted them to try to develop specific concepts of services and then try to distinguish them from goods.

Kotler (1997:469) has pointed out that a service is "any act or performance that can be provided by one party to another party, and this act or performance is intangible and does not result in ownership."

Abu Rahma et al. 2001: 13 defines a tourism service as "intangible and intangible activities that are provided separately and independently and provide satisfaction to the wishes and needs of the beneficiary and are not necessarily associated with the sale of another good or service and do not require the transfer of ownership."

Therefore, we find that the tourist service is characterized by certain characteristics:

- 1- Intangible : The service cannot be viewed, touched, or experienced before purchasing it.
- 2- Correlation means the correlation and interdependence between the person providing the service and the service, and this may often result in the presence of the applicant at the place where it is provided (Al-Alaq and Al-Tai: 1999: 43).
- 3- Heterogeneity: Because the service depends on who provides it on the place where it is provided, it is noted that the services are characterized by a high rate of heterogeneity (Samara: 2001: 8).
- 4- Ability to mortality: Tourism services are consumed quickly and cannot be stored, for example, "unoccupied hotel rooms are considered a loss for the hotel, and empty seats on tourist trips are considered a loss for the company (Kotler: 1997:468).
- 5- Integrated in itself: The tourism service is an integrated and interconnected whole parts and elements, if the tourism program is to succeed, it must be ensured of its integration, interdependence and harmony of its parts.
- 6- Relying on the element of personal marketing: Workers in the tourism sector must be well trained, persuasive, well-groomed, fit, and honest.
- 7- Their need for a special identity and concept: so that they can be distinguished, spoken and convinced of the customer, especially in promotional campaigns for tourism programs (Al-Khudairi: 1989: 87).

Second: Customer Satisfaction:

Organizations have realized a very important fact, which is that their presence and continuity in the field of business is directly related to the extent to which customers accept them through the goods, services or activities they offer, customers have perceptions about the value of the good or service, and therefore they compare those expectations with the actual value of the good or service, if the performance is higher than expectations, the customer is in the stage of happiness (Cotter et al.: 2002: 194).

Customer satisfaction is the bunker in which all the efforts of the organization, whether productive, financial or marketing, are poured, and it aims to achieve the success of the organization in the market, which cannot be achieved without winning customer satisfaction, and customer satisfaction is the justification and the main reason for the continued dealings of customers with this or that organization and thus its continuation in a dynamic, constantly changing environment.

There are several concepts of satisfaction, as he sees (Ross: 1995:207) as "the result of the interaction of a three-part system: the organization's operations, customer expectations, and human resources", either (Kotler: 1997:40) sees it as "a personal feeling of joy or disappointment resulting from balancing product performance with customer expectations", or (Smart: 2001:1) He sees it as "the ability of the organization to attract, retain and strengthen the relationship with customers."

Therefore, we find that there are two basic factors involved in the formation of customer satisfaction are the performance of the product and the level of customer expectations for that performance and therefore the organization can work to improve the level of performance of its services or goods as well as work to form customer expectations about the quality of these services or goods, and it is known that the expectations of customers are formed through previous experience or friends or relatives, or through promotional information broadcast by a particular organization about its goods and services and therefore can use the means of Various promotion to form the second element of achieving customer satisfaction, which is expectations, and by providing customers with information on the level of tourism services and then working to provide services that exceed the quality of what has been promoted.

THE SECOND TOPIC: RELIGIOUS TOURISM

Tourism acquires great importance for its contribution to supporting the national economy as a result of the financial resources it achieves that contribute to the development process, and also contributes to increasing job opportunities for its ability to absorb large numbers of manpower and of various levels in multiple and complex tourism activities, which include hotels, restaurants, rest places, commercial markets and popular industries. Iraq has a number of The tourism potential that qualifies it to be an important tourist country due to the diversity of its tourism potential. The holy city of Karbala is a major destination for religious visitation, offering millions of visitors from inside and outside Iraq, so it becomes a major anchor for religious tourism in Iraq, and this can be inferred through some hotel indicators in Karbala.

Some hotel indicators in the holy province of Karbala relative to the total of Iraq for 2018

Paragraph	The percentage of the total number of Iraq	T
Number of hotels	44.9%	1.
The number of people are in hotels	37.9%	2.
Total wages and paid advantages	33.9%	3.
Total revenue	34.3%	4.
Expenses	35.4%	5.
Number of guests	31.7%	6.

Source:Ministry of Planning /Central machineryBureau of statistics/Clear hotels and pools Accommodation Tourism for the year 2018 AM 2

The visit of Imam Hussein bin Ali, the tribe of the Prophet Muhammad (may God bless him and his family and grant him peace) in the two clans of the month of Safar in the Hijri calendar is one of the most important religious visits for Iraqis, Arabs and foreigners because of its spiritual and ideological meanings and beliefs and highlights the importance of the visit in terms of the personality of Imam Hussein (peace be upon him) and his great positions against injustice, slavery and corruption of the ruler, which led to his martyrdom with approximately 72 people from his family and his righteous companions in the incident of the painful tuff in 680 (61 Hijra), which is the day when the companion Jaber bin Abdullah Al-Ansari, came to Karbala to visit the tomb of Imam Hussein, peace be upon him, and was the first of the people to visit the tomb of Imam Hussein, as it coincided with the return of the captives of the family of the house, from the Levant to Karbala. The severed heads of Ahl al-Bayt (peace be upon them) and those with them returned with them to their pure bodies in Karbala.

From here began the visit of Arbaeen, as walking on foot is like a consolation for the people of the house of Imam Hussein (peace be upon him) who walked long distances after returning from the Levant. After the incident of tuff, Hussein's sister Zainab and his companions, family members and children were with her. On their way back to the city, they passed through Karbala to visit the tomb of Imam Hussein (peace be upon him), as the number of visitors for this year is estimated at 16 million visitors, according to what the Abbasid Holy Shrine announced in an official statement, what distinguishes this visit from religious visits to various religions in the countries of the world, not only Muslims, is that it does not care much about religious tourism, that is, most Iraqis are not looking for economic profits, so they spend money generously to meet the needs of visitors, not caring about what It can be achieved from material benefits as a result of the number of visitors coming to perform the visit, as it is widely observed gatherings called Husseinia processions from different governorates that distribute food and drink to visitors free of charge and at various times, as well as the three basic daily meals.

And provide private housing for sleeping and resting and different from all visits and different religious gatherings. The participants in the commemoration of the fortieth anniversary focus on serving visitors by any possible means and providing the best services to visitors regardless of the material expenses and physical effort it provides, thus seeking spiritual moral benefits inspired by the thought of Imam Hussein (peace be upon him) and urging the pure imams to persevere in visiting Imam Hussein and following his biography and reformist approach, which the participants have continued to do since the visit of the great companion Jaber Supporters to the present day.

Among the effects of the visit:

The visit has many spiritual and moral effects and benefits, in addition to the great reward and reward in the visit of Imam Hussein (peace be upon him), his visit (peace be upon him) has many blessings, effects and secrets, including: answering supplications under his dome, the prayers of the angels for him, the supplication of Ahl al-Bayt for visitors to his honorable grave, longevity, increasing livelihood, meeting needs, the disappearance of worry, anguish and anguish about him, replacing bad deeds with good deeds, replacing misery with happiness, cramming with Imam Hussein (peace be upon him), which is a beloved goal for every believer, and in all of that true narrations and considerable.

Also, the visit of Imam Hussein (peace be upon him), especially in forty, gives a person vital energy capable of moving him from a negative state to a positive state, and from a pessimistic view of life to a sense of reassurance, tranquility and psychological comfort, and this is what every visitor to Hussein (peace be upon him) feels.

The effects of the fortieth visit are not limited to the spiritual and moral dimension of individuals only, but extend to other dimensions such as the moral dimension, the social dimension, the cultural dimension, the scientific dimension, the economic dimension, the human dimension and other dimensions and aspects of life that include societies as well.

Investment of the visit of forty:

In the Arbaeen visit, which includes the largest human gathering known to the world at one time and one place, we point out the importance of investing and activating this visit, which has turned into a global event, in order to bear the required fruits, by paying attention and taking these following things:

- 1- That the visit of Imam Hussein (peace be upon him) in the forty - and on other Hussein occasions - an opportunity to unite hearts, unify ranks, unify the word, and unify the position, Imam Hussein (peace be upon him) unites us. We disagreed on other issues and issues, and we must unite under His banner on His goals, values and principles for which He sacrificed and martyred for the sake of God Almighty.
 - 2- Transforming this visit into an effective moral energy, and an influential spiritual treatment, as religion therapy is one of the most important factors in the treatment of many psychological, spiritual and moral diseases, and today we see there are doctors who specialize in this type of treatment for its effective impact in treating many psychological, spiritual, neurological and moral diseases common in this era.
 - 3- Focusing on the great and great goals for which Imam Hussein (peace be upon him) rose and martyred, and highlighting them at the global level to deliver the message of Imam Hussein (peace be upon him) to all the world, most notably: comprehensive reform, the administration of justice and justice, the promotion of virtue and the prevention of vice, and the preservation of religion and its values.
 - 4- Increasing the level of religious, cultural and scientific awareness by holding religious, scientific and cultural seminars, publishing and distributing religious and scientific books free of charge to visitors, holding conferences and scientific evenings that are commensurate with the anniversary of Arbaeen, and highlighting the goals of Imam Hussein (peace be upon him) to the whole world.
 - 5- Investing the state of Hussein enthusiasm in activating the values of goodness, righteousness and reform in the hearts of people, consolidating their system of ethics, values and principles, and not only the emotional aspects, but also investing this visit in refining souls, reforming morals, modifying behavior, and feeding the mind with science, thought and knowledge.
 - 6- Avoid raising controversial and problematic issues that lead to division, conflict and clash between believers, because conflict leads to failure, as in the Almighty's saying: "Do not dispute, and you will fail, and your wind will go, and be patient, God is with the patient." [9] And focus on the points of agreement and union as people unite in the visit of the forty under the banner of Imam Hussein, the university of all his visitors.
- 1- Highlighting the Arbaeen at the global level in a conscious and civilized manner, and using the appropriate discourse that is understood and accepted by people of different religions, sects and schools of jurisprudence and thought, and taking advantage of modern media speaking various international languages to introduce the world to the message of Imam Hussein (peace be upon him) and his just cause, as the values and goals for which the Imam (peace be upon him) sacrificed are human values and goals that all wise people in the world believe in.
 - 2- Establishing scientific centers specialized in studying the phenomenon of the Arbaeen in its various dimensions and aspects, and conducting field studies on the phenomenon of visitation, and the Arbaeen of Imam Hussein (peace be upon him) in order to diagnose the strengths and weaknesses of this great faith phenomenon, and work to develop its strengths, and fix the weaknesses and defects that may affect any major human phenomenon.
 - 3- We ask Allah, may He be exalted, to accept from all visitors their visits, deeds and obedience, and to bless us and them in this world with the visit of Hussein (peace be upon him) and in the hereafter his intercession against Muhammad and his good and pure God.

Religious tourist demand in the holy city of Karbala:

We know that demand in general is the quantities of a good that a consumer is prepared to buy at a certain price and at a certain time. As for the religious tourist demand, it is the total number of visitors to the holy shrines coming to Karbala, both Iraqis and foreigners from neighboring or distant countries. Religious tourism demand is measured by the number of visitors and precisely by the number of overnight stays. The number of foreign visitors is estimated at 1,500-2,000 visitors per day, mostly from Iran, but this figure may rise when security and stability are achieved to reach 7,000-10,000

visitors per day. As for the local tourist request, it is present throughout the year, but its peak reaches 3-4 million visitors on the days of Ashura and the visit of the forty, and the tourist demand in the city of Karbala has increased for the following reasons:

- 1- The existence of complete freedom to practice Husseini rites.
- 2- High income level .
- 3- Availability of free time represented by increasing vacations, holidays and events.
- 4- It provides a deep spiritual motivation to visit the holy shrines even without the availability of tourism marketing means .
- 5- The impact of technology on transportation makes it comfortable, safe and relatively low-cost.
- 6- The exchange rate of the Iraqi dinar is depreciated, which attracts visitors from neighboring and distant countries.

These and other factors can be an equation used in building a statistical mathematical model to predict the volume of demand for tourism in the city of Karbala.

Religious Tourism Offer:

Supply is defined in its general sense as the quantities that the product is ready to put on the market at a certain price and at a certain time.

As for the religious tourism offer, it is all the requirements of goods, equipment and services that must be provided by the places of tourist destination for visitors, meaning that it is the product of religious tourism from transportation, accommodation, food and drink services, religious services, a total of other services and goods acquired by visitors such as information services, specialized press, travel and roaming clubs, explanatory services, guidance, historical and religious exhibitions. . etc

The tourist offer in the city of Karbala is determined by the following factors :

- 1- The historical factor represented by the presence of the shrine of Imam Hussein (pbuh) and his brother Al-Abbas (pbuh) and the arrival of visitors to perform the ceremony of visiting it from home and abroad, and this is an attractive factor for capital to establish tourist facilities and thus expand the tourist offer
- 2- The prices of the tourist product, the higher the prices of the tourist product, the greater the tourist supply
- 3- Production costs and inverse relationship
- 4- The use of modern techniques, although tourism depends mainly on the element of work

It is known that the religious tourist offer in the city of Karbala differs from the general tourist offer as it is not subject to competition by other tourist attractions inside and outside Iraq.

Economic and total effects of religious tourism in Karbala:

Tourism has a major role that affects the life of the city of Karbala in different ways, which are as follows:

- 1- The impact of tourism on the economic field.
- 2- The impact of tourism in the cultural and civilizational field.

The impact of tourism in the economic field through the following:

- 1- Increasing the local income of the city: Tourism constitutes an important sector of the national economy that contributes to the gross domestic product through the acquired tourism income, which is the total income achieved for individuals working in the tourism sector from the benefits, wages and profits in exchange for providing tourism production factors from raw materials, labor, capital and organization in tourism organizations, so it is part of the local income of the city

Its importance can be calculated by the following equation:

$$\text{The importance of tourism to the city} = \frac{\text{tourism income achieved} \times 100}{\text{Local income}}$$

The statistics of the Central Bureau of Statistics do not consider the tourism sector an independent sector within the applications of national accounts, but has been integrated into the wholesale and retail trade sector, which makes the matter of separating them very difficult, and the importance of the tourist income of the city can be estimated at about

30-40% of the total domestic income of the city during the year 1989-1993, but on the scale of Iraq, it does not exceed 0.30% (Servers: 33, 1996) due to the neglect of tourism under the former regime, but religious tourism has a promising future in the next few years. The first income level generated by direct tourism activity will generate a series of new incomes that emerge through the tourism investment multiplier. Due to the backward interdependence between the tourism sector and other activities, new additional courses are achieved.

In production and investments in all industries and branches located in the second and third levels ... etc

Thus, the total income resulting from tourism activity doubles according to the investment multiplier law, and the value of the tourism multiplier in Iraq during the nineties is estimated at 2.5 times (Al-Houri: 193, 2001).

- 1- Religious tourism has a role in creating job opportunities and increasing employment, especially religious tourism depends on the provision of direct service, and since the religious tourism sector is intertwined with other sectors, the impact on job generation extends beyond the tourism sector, and it can be referred to in this regard to a significant global statistic (Al-Houry: N.M. 153).
 - 1- Each hotel room generates 100% hotel jobs
 - 2- 75% are generated in other tourism activities .
 - 3- And generate 100% in other sectors
- 2- Tourism helps to develop infrastructure, as meeting the needs and desires of the increasing number of tourists requires the need to develop and add new infrastructure, and this can be done through foreign investments when Iran applied to establish infrastructure in the cities of Karbala, expand the investment base in them, and activate economic activities such as markets, hotel service, accommodation, transportation, factories in Karbala to recycle waste, establish airports, etc.
- 3- The expansion of religious tourism affects prices by raising them to higher levels, since the increasing numbers of tourists represent purchasing power, we put pressure on the availability of goods and services, and the first indicator is the tendency of land and real estate prices in the city of Karbala towards continuous rise compared to other Iraqi cities.
- 4- The development of tourism in the city of Karbala leads to raising the tax revenue because tourism is a factor generating taxes and fees, and in order for tourism to be in the service of the city's community, part of these financial revenues should be used in the development of tourist facilities and another part in the development of the standard of living of citizens.

2. The cultural and civilizational impact of tourism in Karbala, including :

- 1- The impact on the development of historical and civilized Islamic holy places, and these places include the shrines of Imam Hussein and Abbas (peace be upon them) and other historical places such as mosques, husseiniyas, religious shrines of the Companions, heritage markets and ancient Islamic monuments ... The role of tourism comes in that it is a motivating factor for the concerned authorities such as the Ministry of Shiite Endowment, the municipality. To develop these holy and civilized places through excavation.
- 2- About Islamic monuments Maintenance, restoration and reconstruction of shrines of imams, heritage sites and markets, and the establishment of exhibitions and religious and cultural events that commemorate the battle of tuff in a civilized manner and remind of the authenticity of the city.
- 3- Religious tourism in Karbala achieves an important humanitarian goal, which is to blend and meet the civilization of Islamic peoples.

THE THIRD TOPIC: THE PRACTICAL SIDE OF THE RESEARCH

Testing research variables in the field and applying its hypotheses is in fact one of the most important methodological steps in research and scientific studies, as it confirms the accuracy and scientific field of knowledge to which these variables belong.

The use of the mathematical method to analyze the results of this scientific test enhances the objectives and orientations of the research, and to achieve this, the necessary data were collected by means of the questionnaire and the research hypotheses tested.

The practical framework of the research (the tourism **marketing mix and its impact on improving the tourism and hotel service**) included the design of a questionnaire that included two axes, divided into multiple paragraphs, each paragraph includes a scientific question within the framework of the research targeted a sample of tourists to the holy

province of Karbala, numbering (50) questionnaire forms, collected and not retrieved or neglected any of them, using for the purpose of analysis the triple Likerd scale.

It includes the analysis of research variables according to the answers of the study sample in general and as follows:

First: Analytical presentation of the general information of individuals Research sample:

- 1- The research sample included (70%) males (35 males) compared to (30%) females (15 females), which indicates that the male category is more likely to be interested in tourism during the distribution of the questionnaire.
- 2- The age group (less than 20-29) years achieved (30%) by (15) individuals, while the age group (39-30) years achieved a value of (20%) by (10) individuals, and the age group (49-40) achieved (30%) by (15) individuals, while the age group (50-over) achieved (20%), and this indicates that the convergence and diversity of age groups among tourists.
- 3- With regard to educational attainment (certificate), the (preparatory) certificate achieved the highest percentage among other certificates and constituted (80%) by (40) individuals, and the (primary) certificate constituted (8%) by (4) individuals, and the (intermediate) certificate achieved (6%) by (3) individuals, and the certificate (bachelor's) constituted (2%) by an individual (1), and a certificate (master's) constituted (2%) by an individual (1), and a certificate (PhD) constituted (2%) by an individual (1), while the certificates (Illiteracy and diploma) i.e. visa, and this indicates a middle educated segment of interest in tourism.
1. It is clear from the results of the questionnaire that (90%) by (45) individuals only are domestic tourists who were included in the questionnaire, while external tourists constituted (10%) by (5) individuals only, due to the questionnaire being conducted in the off-seasons of the million visits.

Second: Analytical presentation of the results of the answers of the research sample:

This presentation includes simple statistical analysis using the percentages of the paragraphs of the questionnaire and only Triple Likerd scale as shown in the following table for the sample surveyed:

College of sample	Percentage percentage	The scale						Paragraphs
		The %ratio	Don't agree	The %ratio	Neutral	The %ratio	Agreed	
50	100%	0	0	%20	10	%80	40	X1
50	100%	0	0	%20	10	%80	40	X2
50	100%	%40	20	%40	20	%20	10	X3
50	100%	0	0	0	0	%100	50	X4
50	100%	0	0	%40	20	%60	30	X5
50	100%	0	0	0	0	%100	50	X6
50	100%	%20	10	%40	20	%40	20	X7
50	100%	0	0	0	0	%100	50	X8
50	100%	%20	10	%40	20	%40	20	X9
50	100%	0	0	%20	10	%80	40	X10

Below is an analytical presentation of the results of answering each question of the questionnaire, where each question was indicated in the form of an (X) with the specific question number and agency:

- (X1): It was found that the sample members tend to agree by (80%) by (40) individuals, and neutral by (20%) by (10) individuals, for the first question of the questionnaire, which indicates the existence of diversity in the tourist patterns in the holy city of Karbala (religious, archaeological, recreational, ..) and tourists have prior information about that diversity.
- (X2): It is clear that the sample members tend to agree by (80%) by (40) individuals, and neutral by (20%) by (10) individuals, for the second question of the questionnaire, which indicates the existence of diversity in tourism services (primary services, secondary services) in the holy city of Karbala has been touched by the tourist.
- (X3): The percentage of answers to the third question came by (20%) agreed by (10) individuals, neutral by (40%) by (20) individuals, and did not agree by (40%) by (20) individuals, as it is clear that there is a disparity in dependence on the services provided by tourism companies and hotels directly.
- (X4): It was found that the sample members tend to agree completely (100%) by (50) individuals, which means that there is satisfaction by the tourist with the infrastructure and superstructure in the holy city of Karbala, which is suitable

for tourism.

- (X5): The results show that the sample members tend to agree by (60%) by (30) individuals, and neutral by (40%) by (20) individuals, for the fifth question, which indicates that there is acceptance of the prices of tourism services in the holy city of Karbala.
- (X6): Due to the appropriate marketing offers, tourists will work to repeat tourism to the holy city of Karbala, where the sample answered completely by (100%) by (50) individuals.
- (X7): The percentage of answers to the seventh question came by (40%) agreed by (20) individuals, neutral by (40%) by (20) individuals, and did not agree by (20%) by (10) individuals, as it is clear that it is necessary for tourism companies and hotels to submit offers suitable for the desires of tourists.
- (X8): The sample answers showed that they believe it necessary to pay attention to various marketing methods to increase confidence in tourism information through (100%) agreed by (50) individuals.
- (X9): In view of the importance of being affected by various promotional means such as advertising, personal selling and public relations and their diversity, the results of the answer to the ninth question came by (40%) agreed by (20) individuals, neutral by (40%) by (20) individuals, and did not agree by (20%) by (10) individuals.
- (X10): The results of this question show that (80%) by (40) individuals agree that it is necessary to develop marketing methods in line with the marketing mix in Karbala, and neutral by (20%) by (10) individuals, and this is one of the important things in improving the quality of the marketing mix.

CONCLUSIONS AND RECOMMENDATIONS

First: Conclusions

When security and stability are achieved, religious tourism in Karbala can achieve a promising future that supports the economy of the city in particular and Iraq in general.

Second: Recommendations

- 1- Develop a scientific strategy to develop tourism development in the city
- 2- In order to put this strategy into practice, it is necessary to create an economic environment based on the mechanism of the market economy
- 3- Activating the role of the private sector in this activity
- 4- Reconsider the institutional and legal frameworks to ensure the development of foreign and local investment in the religious tourism sector in the city
- 5- Development of infrastructure in the city
- 6- Emphasis on the adoption of comprehensive programs for tourism training and the introduction of modern technology and information systems in tourist accompaniment
- 7- The introduction of the Persian language as the main tool for the promotion of religious tourism in the city and thus a means of increasing the incomes of the people of the city
- 8- Confirmation of the adoption of a project to study and develop a tourist symbol for the city of Karbala
- 9- Expanding cooperation between tourism institutions on the one hand and the University of Karbala, the Technical Institute / Karbala and other scientific institutions to lay solid foundations for the sustainable development of religious tourism, and to develop a statistical information center for religious tourism that provides data to researchers and those interested in the development of religious tourism.

PROPOSALS

There is no doubt that tourism is an important economic resource for many countries, and there is no evidence of this that there are countries such as Tunisia whose budget depends on the tourism sector to provide 75% of foreign currency, this percentage would not have been achieved if the tourists visiting this country were not satisfied with the level of services provided to them, so it has become necessary for the tourism sector in Iraq to pay great attention to the task of introducing touristic, archaeological and religious sites Through various promotion activities with the aim of achieving customer satisfaction, and although the results of the research indicated that there is interest in promoting services, which was reflected in achieving customer satisfaction, but we see it appropriate to improve this aspect and give it greater importance, so researchers suggest the following:

First : The need for tourism organizations in Karbala province to conduct market research in order to identify the needs and desires of customers and work to satisfy them.

Second: Activating the use of the elements of the promotional mix, especially the sales promotion element, as it was found that there is a weak impact relationship in achieving customer satisfaction, this activation is done through:

- 1- Expansion of the supply of tourist goods.
- 2- Giving gifts and samples to visitors.
- 3- Holding exhibitions that show the efforts made in the reconstruction and development of the two holy kindergartens in particular and the city of Karbala in general.
- 4- Preparing and printing booklets containing information about tourism organizations and the services they provide.
- 5- Tourism and hotel organizations develop a special mechanism to deal with the problems and complaints of visitors, identify their demands and work to meet them.
- 6- The need for the concerned authorities in the tourism sector at the country level to extend a helping hand to tourism organizations through:
- 7- Provide an opportunity for tourism organizations to participate in international exhibitions related to tourism.
- 8- Broadcasting propaganda programs through local, Arab and foreign satellite channels through which a clear picture of the reality of tourism in Iraq can be given.
- 9- Establish a system for conducting a competition among tourism organizations in which prizes are awarded to the best performing organizations.
- 10- Establishing training programs to develop the skills of workers in the field of marketing tourism services in general and in particular promoting this type of services.

SOURCES

- 1- Abu Fara, Yousef Ahmed: "Marketing Auditing", Hebron University, Amman, 2001.
- 2- Al-Bakri, Thamer Yasser: "Marketing Management", National Library, University House for Printing, Publishing and Translation, Mosul, 2002.
- 3- Abu Rahma et al.: "Marketing of Tourism Services", Amman, Jordan, 2001.
- 4- Al-Musaed, Zaki Khalil: "Marketing in the Comprehensive Concept", Increased and Revised Edition, Amman, Jordan, 1999.
- 5- Sisi, Maher Abdel Khaleq: "Principles of Tourism", Menoufia, Modern Loyalty Press, 2001.
- 6- Al-Khudairi, Mohsen Ahmed: "Tourism Marketing - An Integrated Economic Introduction", Madbouly Library, Egypt, 1989.
- 7- Samara, Ahmed Rashid: "Comprehensive Marketing", Amman, Jordan, 2001.
- 8- Al-Sumaidaie, Mahmoud Jassim Ahmed: "Marketing Strategies - A Quantitative and Analytical Approach", Dar Al-Hamid for Publishing and Distribution, Amman, Jordan, 1999.
- 9- Al-Taie, Hamid Abdul Nabi: "Tourism and Hotel Marketing", Al-Mustansiriya University, College of Administration and Economics, 1991.
- 10- Al-Alaq, Bashir Abbas and Al-Tai, Hamid Abdul Nabi: "Service Marketing - A Strategic, Functional, and Applied Approach ", Amman, Jordan, 1999.
- 11- Al-Alaq, Bashir Abbas, and Abdali, Qahtan: "Marketing Strategies", Dar Zahran for Publishing and Distribution, Amman, Jordan, 1999.
- 12- Abdul Muttalib Mahmoud Al-Khawam, A Study in Tourism Investment and its Economic Dimensions with Special Reference to Iraq, Master's Thesis, University of Baghdad, Baghdad, 1996.
- 13- Muthanna Taha Al-Houri, Ismail Muhammad Ali Al-Dabbagh, Travel and Tourism Economics, Amman Al-Warraq Foundation, 2001, p 193
- 14- Kotler et al.: "Marketing, Modern Methods", Part 3, translated by Mazen Nafaa, Dar Aladdin for Publishing, Distribution and Translation, Damascus, Syria, 2002.

B- Research:

- Al-Alaq, Bashir Abbas, and Al-Saed, Rashad: "The Strategic Impact of the Internet on the Marketing Mix in the New Millennium", First Scientific Conference of the Faculty of Economics and Administrative Sciences, Applied Science University, Amman, Jordan, 2003.

M/QUESTIONNAIRE

Dear tourist brothers: Greetings.

The intention is for researchers to conduct a study tagged entitled (**Tourism marketing mix and its impact on improving tourism and hotel service**), so please answer the paragraphs of the questionnaire to ensure the accuracy and validity of the results that researchers aim to support scientific research in our beloved Iraq, knowing that your respectful answers are treated with absolute confidentiality and for pure research purposes, and we offer you our sincere appreciation for the virtue of your cooperation with us.

ResearcherWen

First: General Information

	Female		Male	Sex
	39-30		Less than 20-29	Age group
	And more-50		49-40	
	Elementary		Illiteracy	The certificate
	Preparatory		Medium	
	Bachelor of		Diploma	
	PhD		Master	
	External		Internal	Tourist type

Second: Questions

Don't agree	Neutral	Agreed	The question	T
			The border Karbala is available in the diverse pattern?(.. ,religious, achro, recreational)	1-
			Karbala diversity is available in tourist services (basic)?services, secondary services	2-
			Return to the services provided by tourist and private companies directly?	3-
			Infantry and infrastructure in the Holy Cardiac suitable for?tourism	4-
			?The prices of tourist services in the Holy Karbala suitable	5-
			Do you repeat tourism to the Holy Karbala because of?appropriate marketing offers	6-
			The tourist and tourist companies offer appropriate suit for?wishes	7-
			I see it necessary to pay attention to different marketing? means to increase trust in tourist information	8-
			,Have impacts with different promotional aspects, advertising? personal sale and public relations	9-
			I see it necessary to develop marketing methods that are? suitable for the marketing mix in Karbala	10-