

The Effects of Babylon and Ways to Develop Tourism Services in it

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ABSTRACT

The province of Babylon abounds with archaeological treasures unparalleled in the world, the most important of which is the ancient city of Babylon, which was included in the UNESCO World Heritage List in July 2019. It also includes large archaeological cities. The province includes more than (935) archaeological and heritage sites, as well as more than 300 shrines and honorable religious shrines for the prophets, saints and righteous people. Millions of visitors to the holy shrines from outside and inside Iraq annually flock to shrines for scholars, writers, and thinkers, but the problem lies in the governorate's lack of the simplest tourism services that it needs, and this is what we concluded from the absence of basic tourism services in the city, including basic tourism services such as hotels, residential complexes, tourist cities, and restaurants. Cafeterias, tourist parks, stray trees, and amenities, which led to the deterioration of the tourism sector in the city and prevented the possibility of its development and the achievement of financial savings to ensure its continuity and development, while the study recommended a necessity. Creating appropriate legal and financial conditions for the private and mixed sectors to finance, implement and manage infrastructure projects and provide all tourism services needed by the governorate

INTRODUCTION

Iraq has a lot of diverse tourist attractions, whether these sites are archaeological, religious, natural or historical, in addition to other tourist patterns, as there are many of these sites of great importance and status in the hearts of many tourists from all over the world, as tourists flock to visit archaeological sites from all over the world and since the city of Babylon is characterized by the presence of a number of archaeological tourist attractions And religious, historical and heritage, which a number of tourists flock to, and through this it is clear to us which of these cities is characterized by tourist attractions that qualify it to become like other tourist cities. The city of Babylon is a geographical area that has its distinct personality from the rest of the cities of Iraq by virtue of its strategic location in the central region of Iraq and its proximity to the province of Baghdad and because of the varying possibilities it contains, whether archaeological, natural or human, that qualify it to become an attractive tourist area for various types of tourism.

First: The problem of the study:

The problem of the study lies in the extent of knowledge of the level of tourist services in the ancient city of Babylon, and within this can be posed the following problem:

What are the tourist services in the ruins of Babylon and what are the ways to develop them?

Second: The importance of the study:

The importance of this study is evident in two respects:

- **The scientific aspect:** It lies in expressing the level of tourist services in the archaeological areas of Babylon and the extent to which they are compatible with the desires and needs of tourists.

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- **Practical:** It is reflected in the importance of developing the reality of tourism services in line with the expectations of tourists so that they can preserve the existing archaeological sites and attract new tourists.

Third: Objective of the study:

This study aims to:

- Knowing the level of tourism services provided to tourists, with the aim of developing and preserving archaeological sites by defining concepts related to tourism services.
- Identify the assessment of the level of tourism services.
- Provide suggestions and recommendations through this study to the tourist authorities, which help to diagnose the strengths and weaknesses of the development of archaeological sites in the province.

Fourth: Research hypothesis

The reality of tourism services in Babil province is not compatible with the elements of archaeological tourism and the expectations of tourists.

Fifth: Study Methodology:

The deductive approach was relied upon with its tools of description and analysis through a theoretical description, explanation and analysis of the various concepts related to tourism services and knowing the most important monuments in the province of Babylon and what is the level of services in it, then heading to submit a set of special proposals that lead to the development of the reality of tourism services in the province.

Hypothesis scheme of research



alif

Prepared by the two researchers

THE FIRST TOPIC: THEORETICAL FRAMEWORK OF RESEARCH

First: The concept of tourism services:

There are many scientific views in defining the concept of service because of the existence of services that are fully or partially related to physical goods, such as hotel services, while other services represent complementary parts of the process of marketing goods sold, such as after-sales maintenance, and services represent the activities or benefits offered for sale or provided in connection with the goods sold, this definition did not distinguish sufficiently between goods and services as the service may be related to physical goods or not¹. Services are all activities and processes that achieve consumer satisfaction and acceptance² for a price.³ Service is defined as⁴ intangible activities that achieve the benefit of the consumer, are not related to the sale of a good or service, and the production or provision of a service that does not

¹) Sumaidaie, Mahmoud Jassim · Entries marketing Advanced Amman (Jordan), Dar Zahran, 1999, p. 213.

² Lancaster· Geoff & Massing ham· Eddie Jack (2001)· essentials of marketing· McGraw hill Inc.· p: 206.

³) Christopher· Martin & McDonald Malcolm , marketing: an introduction· Macmillan press ltd,2001· p:282.

⁴) Al-Alaq, Bashir Abbas, Services entrance Strategy, functional Oman Dar (Jordan) Zahran For publication, 1999, p. 37.

require the condition of using a physical good, an activity or benefit that one party can provide to another party, which is basically intangible and does not lead to the ownership of something tangible and its production may or may not be associated with a physical product ⁽¹⁾ Services are intangible products aimed mainly at satisfying the needs and desires of the consumer and achieve a benefit for him and according to this definition, the services include the following types (Assistant: 2006: p. 3):

- **Educational services:** Products provided by schools and universities in various scientific disciplines for the purpose of community rehabilitation.
- **Health services:** Products provided by hospitals, dispensaries, health centers, clinics and others for the purpose of maintaining the mental and physical well-being of a person.
- **Cultural services:** It includes services provided by cultural forums and related activities that nourish the human being with knowledge.
- **Tourism services:** It means all products provided by tourism organizations and tourist centers, each according to his specialization, whether services related to archaeological, religious or natural tourism and providing service and information to tourists.
- **Social services:** It means the services provided by social forums and specialized bodies.
- **Religious services:** means the services provided by the religious center.
- **Banking services:** means services provided by banks and other financial organizations.
- **Insurance services:** means services provided by insurance organizations such as the National Insurance Company.
- **Other services:** including telecommunications services, transportation services, water and electricity services, security, judicial and traffic services, in addition to government services for conducting citizens' transactions.

These services have become of great importance in the life of societies because they contribute significantly to the well-being and stability of members of society, so recent periods have witnessed a great development in the field of providing these services, including tourism services, which are defined as a mixture of material and moral elements, which are concerned with providing the basic components of the tourist offer, in order to satisfy the needs and desires of the tourist with the contribution of a set of elements such as transportation, accommodation, food, recreational services and others ⁽²⁾

Tourism services are also defined as (all that is provided to tourists from landscapes, swimming pools, folk arts, memorials, historical monuments, religious monuments, sports and entertainment, and all these elements are considered as raw materials that must be developed in order to meet the needs of tourists as it is known as those services offered by the tourist organization to meet the needs and desires of individuals or different groups of tourists in exchange for a material return, using material aspects such as buildings, equipment, entertainment and entertainment, and includes the assets of etiquette and hospitality through capabilities The personality of the service provider in civility and tact, and the speed in performing the required service ⁽³⁾

Second: Characteristics of tourism services

Tourism services have many characteristics that distinguish them from the rest of the other services, part of which stems from the nature of tourism itself, and the other part depends on the quality of the distinct needs that are met through the provision of various services, and the most important of these characteristics are the following: (Omeish, 2015, p. 58)

- 1- Tourism requires the quality and quality of services because it satisfies the needs and desires of individuals during their free time to achieve their well-being and comfort or during special circumstances such as business interviews.
- 2- Speed when providing the service to satisfy the desire of tourists during their stay at the tourist site in order to enjoy their time and use all other tourist possibilities.
- 3- The process of providing tourism services begins and ends at the place and time of their production, which means their ability to perish.
- 4- Most tourism services depend on the human element in the process of their production and delivery because they are provided directly to tourists.
- 5- The great diversity in the forms and modes of tourism services because customers are heterogeneous in terms of nationality, age, social class, material ability, interests and experience when practicing tourism.

¹) Kotler, Philip & Clarke, Roberta, marketing for health care organization, prentice hall international Inc., New Jersey, 1987, p:72.

²) Al , Himyari Adnan , Secretary Momani, Human resource engineering in the hotel industry: modern ideas and a future vision, Amman (Jordan), Ithra Publishing House, 2010, 45ص.

⁶-Kathy mania Tom Bowers, marketing hospitality, Arabization of Sorour Ali, Amman (Jordan), Mars Publishing House, 2007: PHAR35

6- The services provided to tourists unite the efforts and work of many individuals, such as the efforts of workers specialized in tourism and the efforts and work of other companies and organizations such as transportation, communications and others.

7- Direct and continuous contact between staff and tourists leading to judgment on the indigenous culture and literature of the indigenous area.

8- Tourism services meet the basic needs of tourists such as sleeping, eating, drinking, etc. during their stay.

9- The multiplicity of parties affecting tourism due to the intertwining of its industry with the rest of the economic and cultural activities in the country.

Third: Types of tourism services:

Tourism services include the following types: (Tawfiq, 2008, p. 139)

1- Accommodation and hospitality services: Today, the means of accommodation are considered the main pillar in the field of travel and tourism, namely hotels of all kinds, villages, tourist cities, hostels, etc¹.

2- Transportation services: Transportation is the backbone of the tourism, travel and trade industry, and it constitutes a large part of guest spending, especially in international tourism, and with the spread of cars, the development of ships and the spread of railways, the human orientation to tourism has become easy and luxurious, as tourist trips have become inclusive of comprehensive transport service (land - sea - air) amid competition in terms of service level and prices².

3- Food and beverage services³: includes all food and beverage needs of tourists.

4- Leisure and entertainment services: These are tourist trips for recreation, sports, cultural, social and other services⁴.

5- Other complementary services: including water, electricity, telephone, health services, civil defense, maintenance, banking services, laundry, security and reassurance supplies, provision of car locations, barber and photography services, health facilities and explanatory signs.

THE SECOND TOPIC: THE CITY OF BABYLON AND ITS MONUMENTS

First: - Babylon Governorate

The civilized capital of Iraq, which the whole world talks about its role in human civilization, it is the city of prophets, saints and righteous, the city of scientists, writers and thinkers, a city characterized by the diversity of its terrain and picturesque nature, palm groves with the branches of existing rivers and islands made it the most beautiful painting painted by nature, which is the destination of tourism for its privileged location in the heart of Iraq, where it is surrounded by six Iraqi provinces, the most important of which are three tourist provinces (Baghdad, Karbala and Najaf) and every tourist visiting these provinces must stop in Babylon^{0,5}

The province of Babylon is full of archaeological treasures unparalleled in the world, the most important of which is the archaeological city of Babylon, which was included on the UNESCO World Heritage List in July 2019, as well as large archaeological cities, which are now preparing files for inclusion on the UNESCO list, including (the city of Burspia, Kish, Kotha and Al-Kifl), as the governorate includes more than (935) archaeological and heritage sites, and it also includes more than 300 shrines and an honorable religious shrine for prophets, saints and righteous, which millions of visitors to the holy shrines from outside and inside Iraq flock annually and shrines for scholars and writers and thinkers of the Babylonians who enriched the world with literary and intellectual and the people of Babylon are characterized by generosity Arab original, and the capital of the province of Babylon city Hilla, which was built by Sadaqa bin Mansour Prince of the Emirate of Bani Mazyad in 1101 AD and built by the dwellings venerable and luxury houses,

Second: - Geographical location

The province of Babylon is located on the longitude (44.26 5) and latitude (32.29 5) and that the governorate's privileged location in the heart of the Middle Euphrates region and its participation in administrative borders with six governorates gave it a vital role for land transport routes and made it a gateway for the passage of a number of main roads linking it to

2- Altai, management hospitality, Ibid., 2000, p. 21.

2- Al , Mashhadani , Khalil , tourism planning, Tomorrow, library University Mustansiriyah ,1989, 47ص

3- Synchronization ,Ayman Solomon , Food Service Beverages, Amman (Jordan), Dar Al-Manhaj for Publishing and Distribution,2004, p.13

4- Houry ,Muthanna Taha and Ismail Al-Dabbagh, Travel and Tourism Economics, Amman (Jordan), Dar Al-Warraq Publishing, 2013: p. 236

5) - Directorate of Planning of Babylon, Spatial Development Plan for Babylon Governorate until 2020, pp. (281-282).

the southern, northern and western governorates, as this was reflected in the density of land transport as well as its mediation of three main airports (Baghdad International Airport, Najaf Airport and Karbala Airport (under construction)).

Third: Population

Babylon Governorate is characterized as having a medium population density, as the population of the governorate for the year 2020 was about 2,241,638 people, the percentage of males was 50% and females 50% of the total population, 49.6% of them live in urban areas while 50.4% of the population lives in the countryside.

Fourth: - Administrative formation

Babylon Governorate consists of (7) districts distributed over (21) districts with a total area of (5308.542)^{km²} and represents 2% of the area of Iraq.

Fifth: - Historical archaeological components (Cultural Resources): -

Babylon province is one of the most important Iraqi provinces for archaeological components. Where it appeared on its land since ancient times an ancient civilization whose effects still exist to this day, and these components are represented in the remnants of ancient civilizations that were established on the surface of the earth from monuments and historical sites, so learning about civilizations and human history through monuments is considered a high mental pleasure^{0. 1}. Elements of archaeological and heritage tourism in Babil Governorate:

Babylon Governorate is one of the most important Iraqi provinces for archaeological and heritage components at the local, regional and global levels.

One of the most important archaeological areas in the province is ^{the following. 2}:

1- The ancient city of Babylon: -

The city of Babylon is located about (90) km south of Baghdad, and about (10) km north of the city of Hilla, and can be reached by land road (Baghdad - Hilla). The ancient city of Babylon is one of the most famous ancient cities mentioned in the heavenly books, and the writers and travelers sang about its greatness, the beauty and splendor of its buildings and the culture of its people, and its walls and hanging gardens were counted among the seven wonders of the world, and the area of the city is (4477) dunums, 112 first and 50 m² (listed on the UNESCO World Heritage List) and contains the following landmarks³. :-

- أ- The ancient archaeological city.
- ب- Presidential Palace Complex: It is located on Mount Saddam (228 dunums and 25 m2).
- ج- Museums (Nebuchadnezzar II Museum is 60 years old and has an area of 576 m 2), (Hammurabi Museum is 27 years old and an area of 360 m²).
- د- The rivers surrounding the three mountains and the lake located near the Greek theater.
- هـ- Shrine of Aoun bin Ali (pbuh).

2- The city of Borsiba: -

The city of Borsiba is located 15 km southwest of the city of Hilla, towards the road leading to the province of Najaf and its tower listed a towering mark in the road between Hilla and Kifl and a height of 47 m at ground level, and its current name (Al-Bars) is a corruption of its old Babylonian name Port Spa, a Sumerian newspaper meaning the sword of the sea or the horn of the sea being located on the edge or lake similar to the Najaf Sea⁽¹⁾. (Currently a file is being prepared for inclusion on the UNESCO list), and the area of the city is 350 dunums, and the city includes some monuments, including: - The ruins of Nimrud, the most important of which is the ziggurat, in addition to the place of birth of the Prophet Ibrahim (pbuh)⁽²⁾.

3- The ancient city of Kish: -

It is also called (Tell Al-Ahmer) and this ancient city is located at a distance of 13 km from the city of Hilla and 6 km east of the ancient city, including the ziggurat of Anir Kaderma, which is the ziggurat of the temple of (Ayel Baba), the god of war⁽³⁾ (currently a file is prepared for its inclusion on the UNESCO list).

¹) Kafi, Mustafa Youssef, Tourism Economics, Dar Al-Reda for Publishing, 1st Edition, Syria –Damascus, 2008, p. 69.

²) Baqer, Taha, Babylon and Borsia, Directorate of Antiquities, Kufa Press – Baghdad, 1st Edition, 1959, p. 2.

³) Ministry of Tourism and Antiquities, Babylon Tourism, Report of the Tourism Survey Committee and al-Athari fi al-Mu'a'a'idah, pp. 25-26.

4- The ruins of Kotha (Mount Ibrahim):

The ruins of Kotha are located (50) km northeast of the city of Hilla, within the boundaries of the project district of Mahawil district, and the historical inscriptions indicate the age of these monuments and they were a center for religious indoctrination, that is, they were not a political place ⁽⁴⁾ (currently a file is prepared for inclusion on the UNESCO list).

5- Hisham Archaeological City.

6- Daylam Archaeological City.

7- The ancient city of Akkad.

7- Zoba Archaeological City

There are also more than 400 archaeological sites scattered in the districts and districts of Babylon province excavated and unveiled and suitable for tourism investment ⁽⁵⁾.

THE THIRD TOPIC: PRACTICAL SIDE**First: The reality and indicators of tourism services in Babylon Governorate**

The tourism sector in the province of Babylon represents an activity with a comparative advantage for the economy of the governorate, and it benefits from the agricultural feature of the governorate and the rivers that diverge from the Hilla River, and places that are suitable to be resorts and entertainment, in addition to embracing one of the most popular tourist attractions in the world, which is the city of Babylon, which was included on the UNESCO World Heritage List in 2019, not to mention the presence of many archaeological and heritage sites identified and officially registered, In addition, there are sacred religious shrines for prophets and saints and shrines for writers and thinkers, which number more than 300 shrines and religious shrines, in addition to natural and recreational areas spread around the course of the Euphrates River and its branches, including islands and dams of great beauty.

The province of Babylon is characterized by the following:

- 1- The presence of a large number of shrines of prophets, saints and righteous people in the province, where the number exceeds 300 religious shrines
- 2- The number of archaeological and heritage sites is 968 (923 archaeological sites and 45 heritage sites) spread throughout the province of Babylon, according to the latest statistics of the archaeological and heritage survey for the year 2017, including nine very large archaeological cities, the most important of which are (the archaeological city of Babylon, Bursia, Kish, Kotha, Kifl, Hisham, Daylam, Akkad, Zoba).
- 3- It provides recreational tourist places on the banks of the Euphrates River and the Hilla River represented in Sadat Al-Hindiya and the lands adjacent to the ruins of Babylon north of the Bit Bridge and inside the city of Hilla towards the tourist road south to the Hashemite district and the Kifl River and the islands in these rivers such as the islands in Sadat Al-Hindiya and Al-Mahnawiyah Island suitable for tourism investment.
- 4- The presence of desert nature and sand dunes in the Jurf Al-Nasr district suitable for ecotourism and camps.
- 5- The presence of houses for a number of scholars, thinkers and poets spread throughout the province of Babylon.
- 6- The availability of traditional and folkloric industries that reflect the depth of Babylonian culture throughout history, such as the manufacture of handmade carpets, antiques and handicrafts made of palm wicker that characterize the province of Babylon due to the large number of palm trees, which contributed to the revitalization of the tourism sector in the province, as for the number of hotels, restaurants, cafes, travel and tourism companies, as for Table (1) shows the number of hotels, restaurants, travel and tourism companies and cafes for the period from 2015-2018 and the available data, as the number of hotels in 2015 (5) hotels and increased to (6) hotels in 2018, as for restaurants, their number reached (32) restaurants in 2015 and their number increased to (45) restaurants in 2018, while the number of cafes reached (3) cafes in 2015 and rose significantly to (24) in 2018, as for the number of travel and tourism companies, there was an increase in their numbers, as it reached (22) travel and tourism companies in 2015 to (31) Company of the Year 2018.

Table (1): Preparing hotels, restaurants, cafes, travel and tourism companies in Babylon province for the period from 2015-2018

Year	Number of hotels	Number of Restaurants	Number of cafes	Number of travel and tourism companies
2015	5	23	3	22

2016	6	34	13	23
2017	1	40	19	29
2018	6	45	24	31

Source: Ministry of Planning and Development Cooperation, Central Organization for Statistics and Information Technology, Directorate of Trade Statistics, Survey of Hotels and Tourist Accommodation Complexes for the years 2015 - 2018.

Table (2): Number of hotels and accommodation complexes, number of workers, total wages and benefits in Babil Governorate for the period 2015-2018

Sunnah	Number of hotels	Ratio	Number of Employees	Ratio	Total wages and benefits	Ratio
2015	8	0.6	50	0.6	140	0.4
2016	7	0.5	39	0.4	148	0.3
2017	8	0.5	44	0.4	161	0.4
2018	7	0.4	34	0.4	142	0.4

Source: Prepared by researchers based on the Ministry of Planning, Central Bureau of Statistics, Directorate of Trade Statistics, Hotel and Tourist Accommodation Survey

We note from Table (2), the fluctuation of the number of hotels between (7) to (8) for the period from 2015 to 2018 and a change rate of (0.6%) in 2015 to (0.4%) in 2018, as for the number of workers as well, it decreased from (50) in 2015, to (34) in 2018, with a change rate of (0.4%), as for the total wages and benefits was characterized by rise and fall during the study period.

Table(3): Number of tourist hotels by classification degree in Babil province during the period 2015-2018

Sunnah	Excellent Five stars	First Four stars	second Three stars	Third Two stars	fourth One Star	Fifth (Popular)	Total
2015	0	0	4	1	1	2	8
2016	0	0	1	3	1	2	7
2017	0	0	3	2	1	2	8
2018	0	0	3	1	1	2	7

Source: Prepared by researchers based on the Ministry of Planning, Central Bureau of Statistics, Directorate of Trade Statistics, Hotel and Tourist Accommodation Survey

We note from Table (3) the lack of number of hotels from the first and excellent stars during the study period (11), as for second-class hotels decreased from (4) to (3), as well as third-class hotels decreased from (3) in 2016 to (1) in 2016, the number of fourth-class hotels stabilized to (1) hotels only during the period, and also fifth-class hotels stabilized to (2) hotels only, while the total hotels during the study period ranged between (7-8).

Table(4): Number of guests and number of overnight stays in Babylon province for the period from 2015 - 2018

Sunnah	Number of guests	Ratio	Number of overnight stays	Ratio
2015	17816	0.4	18840	0.1
2016	28324	0.4	30405	0.2
2017	30423	0.5	31555	0.3
2018	19443	0.3	20319	0.2

Source: Prepared by researchers based on the Ministry of Planning, Central Bureau of Statistics, Directorate of Trade Statistics, Hotel and Tourist Accommodation Survey.

We note through Table (5) that the number of guests in 2015 reached (17816) with a change rate of (0.4), then it began to rise in 2016 and 2017 to (30423,28324) respectively, then decreased in 2018 to (19443) with a change rate of (0.3), as for the number of overnight stays, it reached (18840) in 2015 with a change rate of (0.1), then it began to rise in 2016 and 2017 to

(31555.30405) respectively, then the number of overnight stays decreased in 2018 to (20319).

Table (5): (Hotel request by nationality) Number of Guests and Overnight Nights by Nationality in Babil Governorate during the Period 2015-2018

Sunnah	Iraqi		arabs		Foreign		Total	
	Guests	Bed - Day	Guests	Bed - Day	Guests	bed- day	Guests	bed-day
2015	17770	18464	32	134	14	242	17816	18840
2016	27918	29497	42	101	364	807	28324	30405
2017	29580	30627	451	461	392	467	30423	31555
2018	19199	19930	143	269	101	120	19443	20319

Source: Prepared by the two researchers based on the Ministry of Planning, Central Bureau of Statistics, Directorate of Trade Statistics, Hotel and Tourist Accommodation Survey

We note from Table (5) the increase in the number of Iraqi inmates from (17 770) to (19199) in 2018, as for Arabs, the number of inmates in 2015 reached (32) and then increased to (143) in 2018, as well as the number of inmates for foreigners reached (14) in 2015 and then increased to (101) in 2018.

Table(6): Revenues and expenses in Babil Governorate during the period 2015-2018

Sunnah	Revenue(Million Dinars)	Ratio	Expenses(Million Dinars)	Ratio
2015	1611	0.4	236	0.2
2016	1008	0.3	293	0.2
2017	1117	0.4	371	0.3
2018	598	0.2	63	0.1

Source: Prepared by the two researchers based on the Ministry of Planning, Central Bureau of Statistics, Directorate of Trade Statistics, Hotel and Tourist Accommodation Survey

We note from Table (6) a decrease in revenues from (1611) in 2015 to (598) in 2018, as well as a decrease in expenses from (236) in 2015 to (63).

Second: Proposals for the development of services in the city of Babylon and the protection of its effects

1- Develop an integrated plan by the concerned authorities in the tourism sector in the province of Babylon and with the serious participation of the private sector to draw up special policies to establish various projects for the purpose of development and provide the services needed by tourists in the city and ensure the protection of antiquities and the adoption of real programs for the purpose of providing facilities to ensure the flow of foreign tourists to the province of Babylon.

2- Issuing special legislation concerned with the penal protection of antiquities in the province of Babylon and not being satisfied with the laws currently in force, such as the Antiquities and Heritage Law and others, which are just ink on paper.

3- Promote the use of international expertise in the field of training workers in the field of conservation of antiquities and the protection of archaeological areas and the development of a structure for the functional description of these areas and strengthen them with financial support and independent monitoring.

4- Providing the appropriate infrastructure of roads, bridges, water and electricity stations and schools to change the miserable reality in the areas near the places of spread of antiquities for easy access and to secure a positive interaction of the public with the requirements of creating the required tourist environment.

5- Granting loans and providing support to the residents of the region by providing grants, loans, facilities and licenses to the people to develop the professions and heritage industries in the city in order to practice their work in accordance with the requirements of a tight tourism plan to develop the professions and heritage industries in the city.

6- The real employment of the media and communication to introduce the importance of the ancient city of Babylon to attract and draw the attention of the world for the purpose of visiting it.

7- Providing museums, galleries and halls for displaying and preserving antiquities and heritage holdings in the city and preparing programs organized for the purpose of promotion.

8- The need to pay attention to the development of the human element and the provision of tourist guides with high qualifications of proficiency in foreign and other languages, which is an attractive element for tourists.

CONCLUSIONS AND RECOMMENDATIONS

First: Conclusions

1- The city of Babylon is characterized by the presence of huge numbers of monuments in addition to religious, historical and heritage tourist attractions, which a number of tourists flock to from all countries of the world.

2- The ancient city of Babylon has a variety of tourist potentials, which makes it a place of tourist attraction, and these elements are religious and archaeological.

3- The absence of basic tourism services in the city, including basic tourism services such as hotels, residential complexes, tourist cities, restaurants, cafeterias, tourist parks, stray trees and amenities, which led to the deterioration of the tourism sector in the city and prevented the possibility of its development and the achievement of financial savings to ensure its continuity and development.

4- The impact of security challenges on the movement of tourists coming to the city, as the serious security situation witnessed by the country had significant effects on the tourism sector in the city of Babylon, where terrorist operations affected the movement of tourists, and also led to the cessation of archaeological and historical tourism coming to the city, which left negative effects on the possibility of growth and development of the tourism sector.

5- The weak role of tourism media, as the tourism sector in the city suffers from the lack of an integrated tourism promotion program that helps stimulate tourism, especially in the sites, in addition to the city's lack of signs that guide tourists to the archaeological tourist sites that have been referred to.

Second: The recommendations

1. Work to provide security and protection for the archaeological centers in the ancient city of Babylon to enable tourists to visit them in safe conditions.

2. Work on the opening, rehabilitation and establishment of tourism infrastructure projects such as hotels, tourist residential complexes, resorts, restaurants and transport companies in proportion to the preparation of tourists annually.

3. Rehabilitation of archaeological centers and work to establish recreational tourist resorts in their surroundings to be another element to attract local and foreign tourists.

4. Creating the appropriate legal and financial conditions for the private and mixed sector to finance, implement and manage infrastructure projects with the possibility of privatization in the future.

5. Spreading awareness and tourism culture and introducing the local population to the economic and cultural importance of archaeological tourism at the level of the local economy of the ancient city of Babylon.

6. Adopting a local and international tourism promotion program aimed at introducing tourists to the importance of the city's archaeological and tourist attractions in order to encourage tourists to visit the city.

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