



The Role of International Tourism Management in Developing Countries and Mechanisms for improving it (Iraq as a Model)

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Abstract: *Through the study of Iraq as a model, this research aims to identify mechanisms for improving the management of international tourism in developing countries. The insights gained from Iraq's experiences can provide valuable lessons and recommendations for policymakers, tourism organizations and other stakeholders involved in the promotion and development of international tourism. The researcher relied on reliable data from the World Bank website on international tourism revenues for Iraq for the past years to be a tool for predicting future revenues for the next four years, and the results were a positive correlation between the World Bank data and the forecast data for Iraq according to a set of statistical tests that were done according to the statistical program (spss).*

Keywords: *International Tourism Management, Developing Countries, Iraq, World Bank.*

1. INTRODUCTION

International tourism is one of the vital sectors that contribute significantly to the development of the economy and increase economic growth in many countries around the world, and developing countries are one of the main beneficiaries of this type of economy, but they face many challenges and problems that prevent the full utilization of this vital industry. This research comes to analyze international tourism management in developing countries, and identify mechanisms to improve it, and uses Iraq as a model for study, as Iraq faces many challenges and problems in international tourism management, which relate to infrastructure, tourism services, tourism marketing, government administration, security and political stability. The aim of this study is to analyze and study the current system of international tourism management in Iraq, identify the main factors influencing the improvement of this system, and identify effective policies and strategies that can be followed to develop this sector in Iraq and make full use of it. This study will be based on the analytical and inductive approach, and data will be collected from multiple sources such as published studies and



reports, and the available data and information will be studied using appropriate statistical and analytical tools. It is expected that this study will contribute to identifying practical steps, policies and effective strategies that can be followed in improving the management of international tourism in developing countries in general and in Iraq in particular, and contribute significantly to achieving economic and social development in these countries. The findings and recommendations of this study can serve as a valuable resource for policy makers, tourism organizations and stakeholders seeking to enhance the management of international tourism in similar contexts around the world. Starting from the main research question, "How to predict international tourism revenues for the next four years (from 2022 to 2025 for the State of Iraq?"

2. METHODOLOGICAL FRAMEWORK

2.1 The Problem

By the main research question, the problem and sub-research questions are summarized in the following points:

A- What are the challenges of managing international tourism in developing countries, focusing on the challenges facing tourism in Iraq according to future revenues?

B- What is the statistical trend of searching for data on international tourism revenues for Iraq?

C- to know the negative impact of mismanagement of international tourism on the economy, environment and society in developing countries, focusing on the negative impact in Iraq?

2.2 The Value

This research is of great importance for several reasons:

A - Maximizing the potential of tourism: this research focuses on identifying mechanisms for improving the management of international tourism and helping to implement effective strategies for these countries that lead to economic growth and job creation and increase revenue generation.

B - Sustainable economic development: this research explores strategies for sustainable tourism practices, such as community engagement, cultural preservation, and responsible environmental management. This ensures that tourism growth is balanced and benefits local communities.

C - Cultural preservation and Exchange: this research emphasizes the importance of preserving cultural heritage and proposes mechanisms for the inclusion of local communities in the tourism industry to ensure their participation and benefit from cultural tourism.

D - learning from the experience of Iraq: Iraq is considered a model for this research due to its unique tourism potential and the challenges it faces in tourism management. By analyzing the experiences of Iraq, this research provides valuable insights and recommendations that can be applied to other developing countries.

2.3 Objectives of the Study

The main objectives of this research are the following:

A - the research aims to conduct a comprehensive assessment of the current situation of international tourism in Iraq, including strengths, weaknesses, opportunities and challenges.



B - The research aims to explore and analyze successful management strategies and best practices applied in other developing countries that have effectively managed international tourism sectors and identify and study a case study of countries that have overcome similar challenges to Iraq and achieved positive results in tourism development.

C - This objective focuses on proposing specific mechanisms and strategies to strengthen the management of international tourism in Iraq. Such recommendations could include measures to improve infrastructure, strengthen security and safety measures, enhance marketing and promotional efforts, encourage community participation and implement sustainable tourism practices.

2.4 Hypotheses

Hypothesis 1: There is an impact on the future data of international tourism revenues for Iraq attributable to the research data of the known source at the level of ≤ 0.05

Hypothesis 2: There is a relationship between future data on international tourism revenues for Iraq and research data of known source.

2.5 Methodology of the Study

A - descriptive approach: the current system of international tourism management in developing countries is described, its problems are addressed and the reasons that led to this are identified. Using Iraq as a model.

B - analytical approach: the current system of international tourism management in developing countries is analyzed. Using Iraq as a model according to its future revenues for international tourism.

C - inductive approach: data is collected from multiple sources such as published studies and reports and used to analyze the current system of international tourism management in developing countries and find appropriate solutions to improve it. Using Iraq as a model.

D - statistical approach: statistical tools are used to analyze the available data and information about the management of international tourism in developing countries and identify the factors influencing its improvement. Using Iraq as a model.

Section Two

Theoretical Framework

The concept of international tourism management

International tourism management is the process of organizing and managing tourism activity in countries, with the aim of encouraging and attracting tourists and achieving economic, social and cultural benefit for local communities. International tourism management includes many works and responsibilities, such as the development of tourist infrastructure, the organization of tourist services, the promotion of tourist destinations, improving the quality and overall level of tourist services. International tourism management is an Applied Science concerned with organizing and improving tourism activity in countries, and depends on many factors affecting tourism, such as tourism infrastructure, tourist markets, legislation, government policies, tourism marketing, and others. It requires effective cooperation and coordination between the government, the private sector and the local community, in order to organize, develop and market tourism services in an integrated and harmonious way. (Abdul Hamid, 2017: 17-19)



The concept of international tourism management refers to the strategies, processes and activities involved in the effective management and development of the tourism sector on an international scale. It involves the coordination and integration of various stakeholders, resources and policies to create a sustainable and competitive destination for international tourists. Because the theoretical foundations, strategic perspectives, and practical applications of Tourism Management. It delves into the intricacies of international tourism management, addresses topics such as the competitiveness of the tourist site, sustainable tourism practices, stakeholder engagement, marketing and Promotion, Policy and planning.

(Woodside,2011:238-269) The concept of international tourism management also refers to the systematic planning, organization, coordination and control of various activities and resources that are involved in attracting, accommodating and satisfying international tourists. It encompasses a wide range of functions, including marketing and promotion, infrastructure development, policy formulation, stakeholder engagement, and sustainability practices. Effective international tourism management aims to create a positive and memorable experience for tourists while maximizing the economic, social and environmental benefits of the destination. (Lew,2016:45)

The concept of developing countries

The concept of developing countries may vary from one source to another, so John Carter points out in the book "international economy", published in 2015, that the countries of the world differ in their economic and development levels, and are classified into different categories reflecting their economic and development status, including the categories of developing countries, developed countries and emerging countries, and also points out that the classification of developing countries includes economic and social indicators such as national income, education, health, poverty, unemployment, industrial and agricultural development, and indicators of freedom and Human Rights. Rainer Kopp, in his book translated into Arabic, points out that the concept of developing countries is considered one of the important concepts in the study of economic and social development, and this term first appeared at the United Nations in the sixties of the last century. This term refers to a group of countries that are experiencing several development challenges and problems, and are looking to improve the economic and social situation in them. Developing countries are generally characterized by a low level of national income, limited economic and Social Progress, a shortage of human and material resources, infrastructural, health and educational challenges, and difficulties in implementing development policies. Poverty, unemployment and socio-economic disparities among the population are one of the most important challenges facing developing countries. In order to meet these challenges, developing countries rely on several development strategies, such as the development of new and modern industries, the promotion of Tourism and foreign investments, and the improvement of education, health and infrastructure. International tourism is one of the most important sectors that can contribute to improving the economic situation of developing countries, and these countries are home to some of the most important tourist attractions in the world. (Abdul Hamid ,2014:15)

The importance of international tourism management in the development of tourism in developing countries



International tourism management is one of the key factors in the development of the tourism sector in developing countries, as it helps to improve tourism infrastructure, develop tourism products, enhance marketing, improve the quality of tourism services and promote sustainable development. The international tourism department is working to improve the conditions surrounding the tourism sector in developing countries by providing the necessary technical, technical and financial support for tourism development and directing National and foreign tourism investments. The Department of international tourism helps to promote sustainable development by encouraging the development of tourism in a way that preserves the environment and local culture and supports sustainable economic and social growth.

(W-T-O, 2011:10)

The importance of international tourism management in the development of the tourism sector in developing countries lies in its ability to drive economic growth, create jobs, promote cultural exchange and promote infrastructure development plays a crucial role in guiding the sustainable development of tourism in these countries, ensuring that the sector maximizes its benefits while minimizing any negative impacts. They emphasize how effective management practices can help developing countries to take advantage of their tourism potential, attract international tourists, generate revenues that can be reinvested in further development. The importance of international tourism management in the development of the tourism sector in developing countries lies in its ability to promote sustainable economic growth, create jobs, preserve cultural heritage, enhance international cooperation. Effective management can also significantly affect the overall socio-economic development of developing countries by taking advantage of unique attractions and resources. (185-180:2015, Telfer) in addition, the international tourism department is interested in the development of the tourism sector in developing countries in its ability to drive economic growth, create jobs, promote social and cultural exchange, and contribute to sustainable development. It also plays a crucial role in leveraging the natural and cultural resources of these countries to attract international tourists and highlights the role of effective management practices in creating an enabling environment for tourism growth, such as infrastructure development, tourist site branding, marketing strategies, and stakeholder engagement. (Edgell, 2006: 210-215)

The importance of Tourism Management in the development of the Iraqi tourism sector

The international tourism department plays an important role in the development of the tourism sector in developing countries such as Iraq, where this department can work on the development of tourism products, improve the quality of tourism services, enhance marketing, improve tourism infrastructure and promote sustainable development. The international tourism department can help in the development of tourism products in Iraq, by identifying promising tourism products that are characterized by their cultural, historical and natural diversity, and facilitate the development and marketing of these products. And to improve the quality of tourism services in Iraq, by providing training and vocational education for workers in the tourism sector and enhancing awareness of the importance of the quality of tourism services and improving the level of services provided to tourists. And promoting sustainable development in Iraq, by encouraging the development of tourism in a way that preserves the environment and local culture and supports sustainable economic and social growth, and directing National and foreign tourism investments to achieve the desired benefit to the local



community and ensure the sustainability of tourism activity. (Abdul Hussein ,2021:30) Iraq is also considered one of the countries rich in archaeological, historical, religious and natural sites, but it lacks tourism development significantly. This is due to the unstable security and political conditions that the country has suffered in recent years, which has negatively affected the tourism sector in Iraq. In order to develop the tourism sector in Iraq, it is necessary to improve the tourism infrastructure, develop the tourism products available in the country, and enhance the tourism marketing of the beautiful tourist sites that are available in Iraq. The International Tourism Administration can play an important role in this regard, by providing the necessary financial, technical and technical support to improve the tourism infrastructure in Iraq and the development of tourism products available in the country. The international tourism department can also help improve the quality of tourism services provided in Iraq, by providing training and vocational education for workers in the tourism sector, enhancing awareness of the importance of the quality of tourism services and improving the level of services provided to tourists, thereby attracting more tourists to Iraq. The international tourism department encourages sustainable development in Iraq by encouraging the development of tourism in a way that preserves the environment and local culture and supports sustainable economic and social growth, and directing National and foreign tourism investments to achieve the desired benefit to the local community and ensure the sustainability of tourism activity. The development of the tourism sector in Iraq can contribute to improving the local economy, providing jobs, increasing tourism revenues, and thereby improving the standard of living of citizens in the country. (Najla,2019:68-92)

Challenges of international tourism management in developing countries

The management of international tourism in developing countries faces many challenges that affect the development of this sector and reduce its contribution to GDP. These challenges include the following: (Al-Arifi, 2019:39-41)

A - the lack of funding and investments available for the development of tourism infrastructure and the improvement of tourism services.

B - weakness in tourism planning and coordination of efforts between various stakeholders, which leads to conflicting plans and uncoordinated interventions

C - weakness in the ability of developing countries to promote their tourist areas and attract tourists, due to restrictions on information and promotion, and lack of marketing and promotion resources.

D - weakness in the level of tourist services, which causes dissatisfaction of tourists with their tourist experience and a negative impact on the reputation of the country as a tourist destination. The management of international tourism in developing countries also faces many difficulties and challenges that affect the growth and progress of this industry. As Mohammed Abdullah Abdul Hamid says in his analytical study, among these challenges are:(AbdulHamid,2015:1-15)

A - Poor Tourism Infrastructure: many developing countries suffer from poor tourism infrastructure, which affects the quality of services provided and reduces the attractiveness of tourist destinations.

B - poverty and unemployment: poverty and unemployment are among the main problems facing developing countries, which affect the purchasing power of citizens and reduce the possibility of traveling and enjoying tourism.



C - security and stability: security and stability are an important factor in attracting tourists, but developing countries sometimes suffer from security and stability problems that affect tourism.

D - control and regulation: many developing countries suffer from weak control and regulation in the tourism sector, which leads to problems such as Monopoly and price manipulation.

E - lack of investment in tourism marketing: many developing countries suffer from the inability to effectively promote their tourist destinations, and this negatively affects the number of tourists arriving to them.

The challenges facing Tourism Management in Iraq

Tourism Management in Iraq faces many challenges, the most important of which are: (Hassan, 2018)

A - security stability: security stability is one of the most important challenges facing the tourism industry in Iraq, as tourists and travelers are greatly affected by security tensions and armed conflicts in the country.

B - lack of tourist infrastructure: many tourist areas in Iraq are experiencing a lack of tourist infrastructure, which affects the attractiveness of tourist destinations and reduces investment opportunities in this sector.

C - administrative and bureaucratic procedures: tourism companies in Iraq face difficulty in obtaining licenses and administrative and bureaucratic procedures, which affects their ability to provide distinguished tourism services.

D - lack of funding and investments: the tourism industry in Iraq suffers from a lack of funding and investments, which makes it vulnerable to economic fluctuations and affects the quality of services provided.

E - weak tourist identity: Iraq lacks an attractive and distinctive tourist identity, which affects its ability to compete with other countries in attracting tourists.

Mechanisms for Improving the Management of International Tourism in Iraq.

It can be noted some efforts that can be taken to strengthen the management of international tourism in Iraq, such as:(Al-Fadhli, 2017:175-180)

1 - Focus on the development of tourism infrastructure in the main tourist areas of Iraq, providing basic tourist services such as accommodation, transportation and entertainment.

2 - Establishing partnerships with competent international institutions in the field of Tourism and travel, and exchanging experiences, information and modern technologies in international tourism management.

3 - Development of education and training programs for workers in the field of international tourism in Iraq, with the aim of improving the level of services provided and promoting tourism in the country. Some of the efforts that have been achieved in this area can be mentioned, such as:

A- Launching a promotional campaign for religious tourism in Najaf and Karbala, which are two of the most important religious centers in the country.

B- Improving the tourist infrastructure in some famous tourist areas such as the city of Erbil and the Kurdistan region.

C- The establishment of new tourism projects such as the "Two Rivers Trail" project, which aims to promote cultural tourism in Iraq.

Section Three:

The practical framework of research

First: - Study sample: - Since the researcher made Iraq the sample for developing countries in international tourism revenues through arrivals, he relied on the data of those revenues from the World Bank website from the year (2010 to 2020) being those years that were available at the mentioned site for the country's passage through several wars and others led to the lack of data in full for the rest of the years. Table " 1 " and Chart " 1 " below show these data.

Table 1 prepared by the researcher

20	20	20	20	20	20	2013	20	20	20	2008	20	2005	Indicator year			
\$1	\$4	\$2	\$4	\$6	\$5	\$2	\$1	\$1	\$1	\$3	\$3	\$1	\$1	\$0	\$0	Tourism Revenue International

Source (World Bank website)

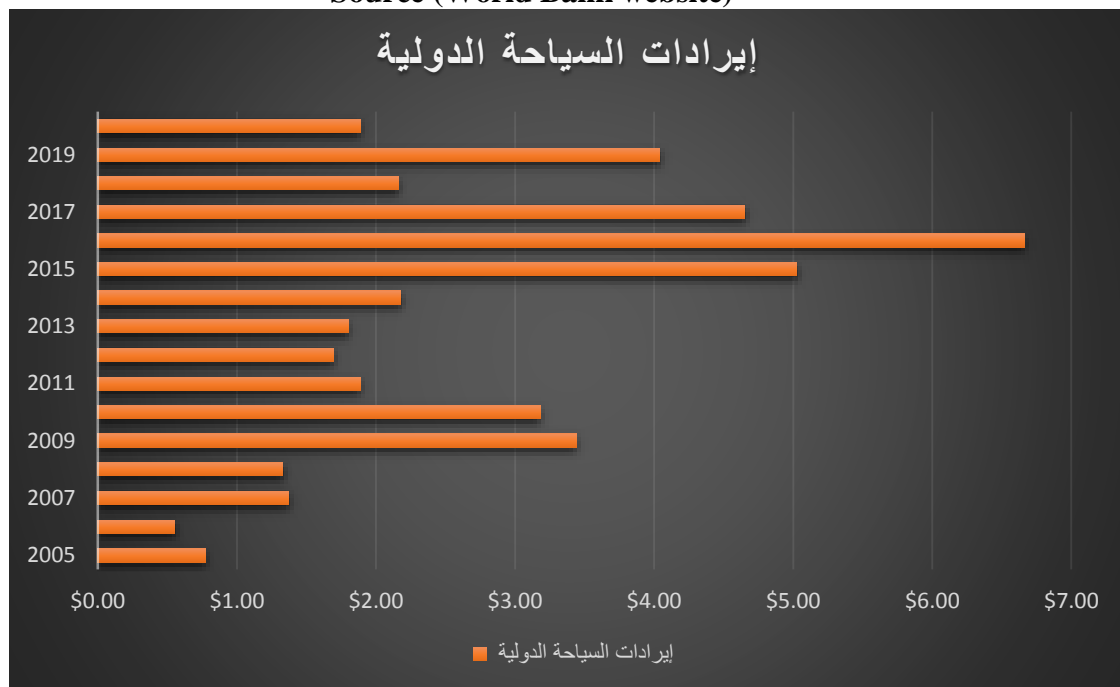


Chart Number " 1 " shows the data of international tourism revenues in Iraq / currency (million dollars) (prepared by the researcher)

Sample description: - to verify the correctness of the data, the researcher entered it into the Pearson test



(Correlations) within the statistical program (SPSS) to show how it correlates with each other as shown in the table below.

Table 2. shows the correlation matrix between the main search data (search setup)

		Iraq Revenues	Indicator year
Iraq Revenues	Pearson Correlation	1	.551*
	Sig. (2-tailed)		.027
	N	16	16
Indicator year	Pearson Correlation	.551*	1
	Sig. (2-tailed)	.027	
	N	16	20

Hypothesis 1: There is a relationship between future data on international tourism revenues for Iraq and research data of known source.

For the purpose of verifying hypothesis No. "1", it is clear from the above table that the Pearson correlation coefficient was statistically significant at the level of significance "0.027", which indicates a positive correlation between the main research data.

Predictive testing Matrix: (Curve Estimation)

Table 3. shows the predictive test matrix for Iraq's future revenues

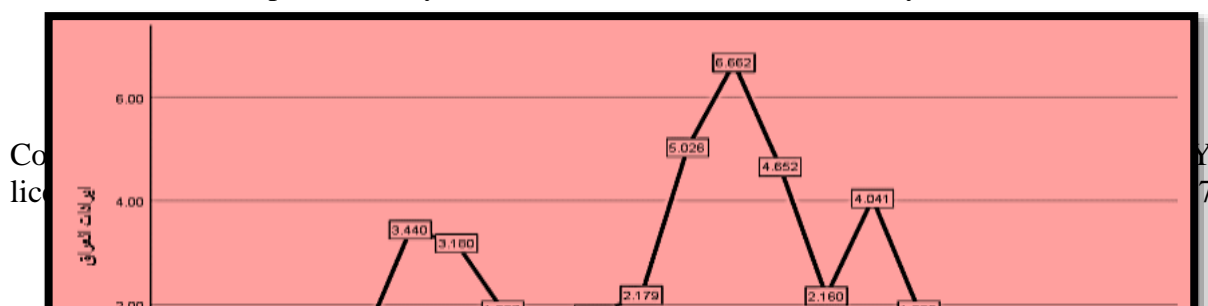
Model Summary and Parameter Estimates							
Dependent Variable: Iraq's revenues							
Equation	Model Summary					Announced estimates	
	R Square	F	df1	df2	Itself.	Constant	b1
Linear	.303	6.093	1	14	.027	.997	.196

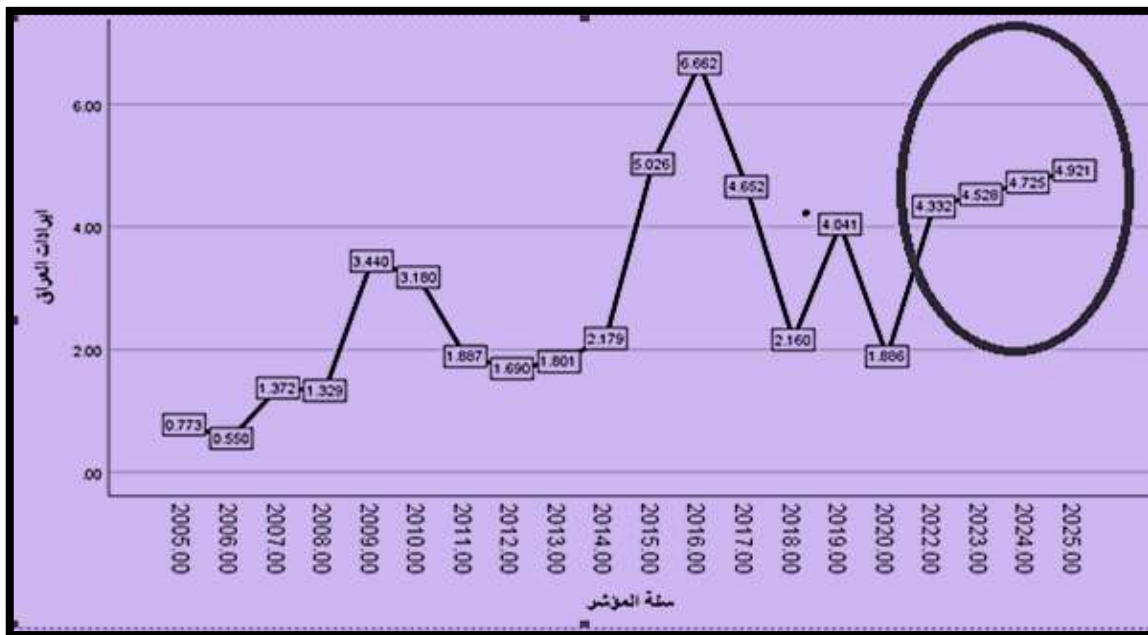
(Prepared by the researcher)

Hypothesis 2: There is an impact on the future data of international tourism revenues for Iraq attributable to the research data of known source.

The above table shows the results of the analysis of the curve estimation test, where we note that the value of "sig" is (0.027), which is less (0.05), as this result indicates the prediction of future revenues resulting from international tourism through Iraq's revenue data taken from the World Bank website.

Chart 2. shows the predictability of future revenues for the next four years in million dollars





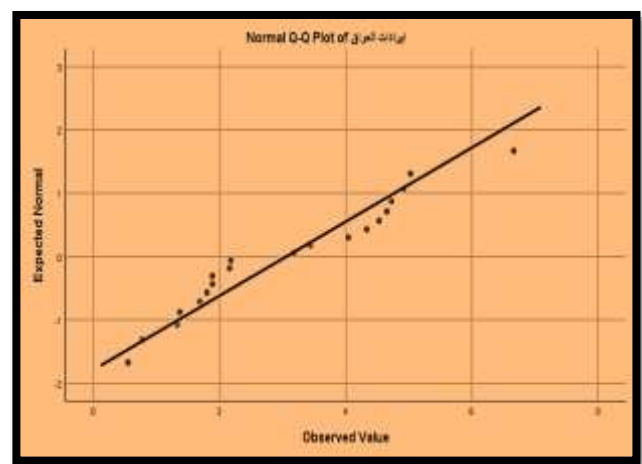
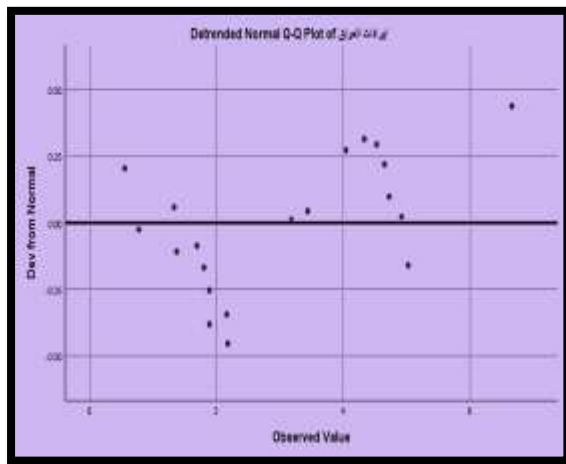
As well as to complete the realization of the hypothesis no. "2", the above graph shows the expected data before and after the forecast as shown in the red circle for the next four years starting from (2022-2025), where international tourism revenues are expected to increase through the number of arrivals to Iraq and confirm the proof of the second hypothesis, the researcher conducted a test (Shapiro-Wilk)) to find out that the data of international tourism revenues to Iraq in previous years with the data of international tourism revenues expected during the next four years follow the normal distribution or not at the level of ($\alpha = 0.05$)

Table 4. of the Shapiro-Wilk test shows the normal distribution of Iraq's past revenues with the future (prepared by the researcher)

	Kolmogorov-Smirnova	Shapiro-Wilk
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	Statistic	df	Itself.	Statistic	df	Itself.
Iraq Revenues	.196	20	.043	.934	20	.185

The table above shows the results of the Shapiro-Wilk test where the value of " sig= 0.185 which is greater than the level (0.05 = α) This suggests that the overall tourism revenue data (previous and predicted) follow the normal distribution and the fees below show what has been explained in advance



3. CONCLUSIONS

- 1- The researcher relied on the data of international tourism revenues for arrivals to Iraq listed on the World Bank website as a sample for research as Iraq is a model for developing countries for the tourism industry and its requirements.
- 2- The results in the tests of the research hypothesis No. "1", which is the test (Correlations), showed a statistically significant correlation between the data of international tourism revenues taken from the above-mentioned site.
- 3- It also showed the results of the tests of hypothesis No. "2", which is the test (Curve Estimation) predicting future revenues resulting from international tourism through Iraq's revenue data that were taken from the World Bank website.
- 4- As well as the test of Curve Estimation) future revenues for the years (2022, 2023, 2024, 2025), which was (4,332,4,528,4,725,4,921) million dollars.
- 5- To confirm the validity of the prediction of future data, a test was conducted (Shapiro-Wilk) where the value of " sig = 0.185 which is greater than the level of (0.05 = α) and this suggests that the data of tourism revenues in general (previous and predicted) follow the normal distribution and the fees below show what has been explained in advance.

Recommendations



- 1- The researcher recommends the need to register data on tourism revenues in general and international tourism in particular on the World Bank website for the importance of this Arab and international site.
- 2- the researcher recommends working on predicting the future peak tourist seasons by relying on data in reliable international sites such as world tourism sites and the sites of statistical centers of Iraq in addition to the central bank website.
- 3- Qualified human resources should be developed to provide tourism services and promote tourism media in Iraq. This can be done by establishing specialized training centers in tourism and providing scholarships to students wishing to work in this field.
- 4- Tourism promotion strategies should be developed in Iraq and the tourist media should promote the country's tourist attractions. This can be achieved through advertising and promotional campaigns, website development and accurate tourist information for visitors.
- 5- Strengthening public-private cooperation: public-private cooperation should be strengthened in Iraq to improve the management of international tourism in the country. This can be achieved by encouraging private investment in the tourism sector and providing technical and financial support to private tourism projects.
- 6- Improving tourism security: tourism security in Iraq should be improved and the necessary protection should be provided to visitors and tourists coming to the country. This can be achieved by providing the necessary training to the security forces and strengthening security measures in tourist areas.
- 7- Religious tourism development: Iraq has a rich religious and cultural heritage, and religious tourism can be developed in the country by organizing religious trips for visitors from all over the world to important religious sites in Iraq, such as Najaf, Karbala and Samarra.
- 8- Cultural tourism development: cultural tourism in Iraq can be developed by promoting handicrafts and Traditional Arts in the country, organizing cultural trips for visitors coming to Iraq to enjoy the experience of Iraqi culture and heritage.
- 9- Development of ecotourism: ecotourism in Iraq can be developed by organizing trips to enjoy the beautiful natural places in the country, such as rivers, lakes and mountains, and providing integrated tourist services to visitors.
- 10- Improving local tourism management: the local tourism management in Iraq should be improved to provide support and assistance to local tourism projects, and provide the necessary information and services to visitors.
- 11- Strengthening international cooperation: international cooperation in the field of tourism between Iraq and other countries can be strengthened to exchange experiences and information and develop joint strategies to improve the management of international tourism in the region.

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