



The Impact of the Factors of Success or Failure of the Tour Guide in Tourism Companies (A Comparative Study between the Opinions of Tourists in the City of Kadhimiya and the Holy City of Karbala)

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Abstract: *This aims to demonstrate the impact of the factors of success or failure of the tour guide in tourism companies from the tourist's point of view through a field study to compare the points of view of tourists in both the city of Al-Kadhimah and the holy city of Karbala. A questionnaire form was designed that included three primary factors that would support the success or failure of the tour guide: The tourism company's support for the tour guide, the quality of services provided by the tour guide, and the tourist's satisfaction. To test the study hypotheses, the Mann-Whitney test was used as a nonparametric test to determine the fundamental differences between two independent groups to achieve the objectives of the study and determine which of the three factors are factors for the success of the tour guide and which are factors for his failure.*

Keywords: *Tour Guide, Tourism Companies, Tourism.*

1. INTRODUCTION

Tourism investment is an effective tool in achieving tourism development and supporting the national economy in Iraq. Due to the ability of these high investments to achieve direct and indirect positive effects on the overall economy, as their impact extends to most branches and sectors of the national economy, the tourism sector is characterized by its dense and intertwined sectoral connection with the rest of the other economic sectors, and this reflects its positive role on the financial structure and social formation. Environmental, and creates new job opportunities by establishing tourism projects in tourist attraction areas due to the availability of multiple and diverse investment opportunities, which makes it one of the essential sources of increasing income, and providing financial resources that support the tourism development



process, which contributes to achieving comprehensive economic development. Tour guides are classified as local tour guides, regional tour guides, and international tour guides. There are other classifications according to his language, the type of tourism, his role, the geographical scope in which he practices it, and the regularity of guide work (Ati, 2011: 47). Iraq also has great tourism potential, which positively affects economic growth, contributes to strengthening and developing the national economy, and diversifies its resources through the returns it is expected to achieve from the investment process in this critical sector. Tourism plays an essential and pivotal role in advancing the national economy, and its importance is reflected directly and indirectly in the economy. The research reached a set of conclusions, the most important of which is Iraq's possession of various tourism components and capabilities, which have not yet been invested in the required manner, and the state's lack of interest in the tourism sector. This negatively affected the position of tourism development in development plans. One of the most important recommendations is to provide an investment environment (with its political, security, economic, legislative, and administrative components) that is attractive to tourism investments at the local level by providing the necessary funding sources to advance investment and at the foreign level by motivating leading companies to invest, so that it becomes an investment that enhances the tourism development process.

2. METHODOLOGY

Problem of the study

The problem of the study can be identified as the varying views of tourists on the degree of success or failure of tour guides in tourism companies.

Objectives of the Study

1- Determine whether there are differences between tourists' opinions in the city of Kadhimiya and the holy city of Karbala regarding the extent of the success or failure of tour guides in tourist companies. 2- Determine whether there are significant differences between tourists' opinions in the city of Kadhimiya and the holy city of Karbala regarding those who described the guide as successful. 3- Determine whether there are significant differences between tourists' opinions in the city of Kadhimiya and the holy city of Karbala regarding those who described the guide as a failure.

Hypothesis the Study

The research addresses the following set of hypotheses: 1- There are significant differences between tourists' opinions in Kadhimiya and the holy city of Karbala regarding those who described the guide as successful. 2- There are significant differences between tourists' opinions in Kadhimiya and the holy city of Karbala regarding those who described the guide as a failure.

Approach of the Study

This study relied on the comparative approach, where the opinions of tourists in Al-Kadhimiya and the holy city of Karbala were compared by presenting a questionnaire prepared for that purpose, using comparative methods for some statistics and numbers to produce specific



results. The study sample The study population represented tourists from Al-Kadhimiya and the holy city of Karbala. (350) questionnaire forms were distributed in the city of Al-Kadhimiya, and (150) questionnaire forms were distributed in the holy city of Karbala. as follows :

Table No. (1): Table of sample size and number and percentage of respondents

Response rate	Number of respondents	Sample volume	Variable
68,2%	239	350	Al-Kadhimiya City
88%	88	100	The Holy City Of Karbala
72,6%	327	450	The Total

The Theoretical Side

The Tour Guide

A tour guide is someone who works in tourism guidance, whether within the tourism company's employees or outside it, and is assigned to tourism programs designated for tourism guidance. The tour guide deals with all local and international tourism companies to guide work according to its type (Al-Houri, 2012: 2). The tour guide is the one who provides tourism guidance to various tourist groups to achieve the goals of the tourist trip and the tourist's satisfaction with the multiple services offered by the guide during the implementation of the trip (Al-Taie, 2006: 76). Tour guides are classified as local tour guides, regional tour guides, and international tour guides. There are other classifications according to the language he speaks, the type of tourism, the role he plays, the geographical scope in which he practices it, and the regularity of guiding work (Ati, 2011: 47). The basics of tourism guidance in the past were primitive and limited because development was simple in terms of methods of transportation and accommodation, in addition to the time and high cost of tourism activities, as tourism was limited to nobles and rulers. The methods of tourism guidance have varied, and the means used in it have changed (Abdul Rahim, 2010: 98). Second: Tourism companies A tourism organization with a license to practice tourism activities, including booking hotels and various means of transportation, including taxis, buses, ships, and planes. For the tourist in a way that achieves satisfaction and speed for him (Abdul Rahim, 2010: 30). Tourism companies are classified into companies with a local license, those with regional support, and those with local tourism companies (Abdul Rahim, 2010: 31).

Third: Components of Tourism in Iraq:

1. Natural Components: Iraq is considered one of the countries rich in natural resources in its various regions. Towards the north, the area is characterized by multiple natural features, such as mountains, a moderate climate, and the spread of waterfalls and forests, making it a center and tourist attraction. In the country's center, the lands are characterized by flat plains. They have orchards on the banks of the Tigris and Euphrates rivers, and they constitute hiking areas. To the south, marshes spread, which are major tourist attractions.

2. Religious Elements: which attract tourists from all over the world; Iraq has several religious sites and shrines belonging to all religions, and they are in high and effective demand,



especially for the pure imams in Baghdad, Najaf, Karbala, Samarra, and others, in addition to the fact that they are not seasonal and are not determined by prices. Or by demand factors.

3. Historical and Archaeological Components: Iraq is one of the countries rich in such Islamic and pre-Islamic monuments and monuments, and they are spread throughout the country from north to south and in all governorates and regions in Iraq (Salah Adnan. 2019, p. 87). Fourth: Types of tourism in Iraq the structure of the tourism sector in Iraq is classified into several types of tourism, which can be summarized as follows:

Religious Tourism: It is one of the oldest types of tourism in Iraq, which people practice to visit holy places. With the aim of worship and filling the spiritual void, there are many sacred places in Iraq, especially in the governorates of Najaf Al-Ashraf, Holy Karbala, Baghdad, and Samarra, which are the backbone of religious tourism in the country, as the number of tourists for this purpose reached about 2.5 million visitors in 2022, and this is what Raising the volume of revenues achieved to about 20 billion dinars in the same year. 2. Historical and archaeological tourism includes visiting historical monuments and monuments. This type of tourism aims to identify and learn about Iraq's antiquities and ancient civilizations by visiting markets, ancient archaeological cities, museums, and archaeological sites. Archaeological studies and surveys conducted by the Ministry of Planning in cooperation with the Central Bureau of Statistics estimated the presence of 12,000 archaeological sites in the country, some of which date back to more than 6,000 years ago, contributing to enriching the world's cultural wealth. This type of tourism is considered recreational tourism for many tourists.

Cultural tourism: It includes holding seminars, conferences, and cultural courses, such as artistic, theatrical, and musical performances, and international exhibitions, as well as cultural festivals. However, cultural tourism did not receive sufficient priority and attention from the state despite it being one of the sectors most exposed to damage, destruction, and artistic brain drain, and what was allocated for its development was limited and not sufficient to rehabilitate it, and thus cultural tourism in Iraq remained underdeveloped. Indicating that the number of cultural houses did not exceed 36, distributed among the various governorates, and the number of tourists for this purpose did not exceed 300 tourists Due to the lack of interest in cultural tourism (Elham Khazaal, 2017, p. 386).

Recreational Tourism: This type of tourism has become an urgent social need. As a result of fatigue resulting from the monotony of work, complex daily life, and distance from nature, this type of tourism includes many activities, including entertainment and self-recreation. These activities are available in sea and mountain resorts, entertainment areas, nature reserves, and parks. This type of tourism could be more effective in Iraq due to the lack of interest in entertainment places and their lack of development to be more attractive to tourists.

Medical Tourism: It is one of the essential types that generate good income because the duration of the tourist's stay for treatment and hospitalization is medium, and his expenses during this period are significant, especially if the country has the elements of reasonable and appropriate medical tourism, such as clean and fresh air. Hot mineral and sulfur springs and sand of a unique nature provide health and relevant services. This type of tourism could be more effective in Iraq.

Business Tourism: It means tourism that involves economic purposes, or it is a group of entities that come to the country, whether individually or representing commercial companies, merchants, or business people, for several purposes, including shopping, concluding deals, or



establishing... Mutual relations or participation in exhibitions, or presenting and displaying products, etc., and Iraq is considered an important commercial center for business tourism. It has significant components, including the geographical location, which significantly makes it occupy this center, as the movement of goods, passengers, and individuals occurs through it. , especially after the country's opening up to foreign markets in recent years (same source, p. 387).

The Applied Aspect the Reality of the Tourism Sector in Iraq: Analysis and Evaluation of Potentials and Challenges

Iraq has great tourism potential, positively affecting economic growth, strengthening and developing the national economy, and diversifying its resources through the returns expected from the investment process in this critical sector. Tourism plays an essential and pivotal role in advancing the national economy, and its importance is reflected directly and indirectly in the economy. Tourism revenues increase the state's foreign currency balance, and it is also an important source of national income, which is achieved through investing in it, establishing and establishing tourism projects, and expanding existing ones. This is to reduce dependence on oil revenues in light of the country's current economic conditions. Iraq has somewhat integrated tourist attractions in terms of the tourism offer, from the natural, religious, environmental, and health aspects. The tourism industry is a labor-intensive industry. Because it is a service activity that generates income and increases the growth rate for many industries and services that feed tourism activity, especially handicrafts, and initiatives, in addition to the intersection of tourism with many other economic sectors that contribute to manufacturing the tourism products, the economic importance of the tourism sector; By taking advantage of the scarcity element, increasing investment and employment opportunities, which increases the gross national product and contributes to increasing national income. In this aspect, the results of the questionnaire form are analyzed to obtain the study results. The questionnaire form was divided into three paragraphs (about whether the tour guide is successful in his guiding work, the opinion of those who described the guide as successful in his guiding work, and the idea of those who told the guide Was a failure in his counseling work. A five-point Likert scale was adopted, ranging from (strongly agree to disagree strongly). First: Regarding whether the tour guide is successful in his guiding work The first question stated (What is your view of the tour guide during the implementation of the tourist trip?). The results of the questionnaire were as follows:

Table No. (2): Table of success and failure rates for extension work

Total Summation	Total Percentage	Percentage	The tour guide is unsuccessful in his guiding work	Percentage	The tour guide is successful in his guiding work	Variable
239	100%	71,9%	172	28%	67	Al-Kadhimiy a City



88	100%	67%	59	32,9%	29	The Holy City Of Karbala
327	100%	70,6%	231	29,4%	96	The Total

It was shown from the results above that the majority of the study sample favored the failure of the tour guide in his guiding work in the city of Kadhimiya and the holy city of Karbala, with a percentage of 70.6% in favor of the failure of the tour guide in his guiding work. In comparison, the direction's success in his guiding work was only 29.4%. In Al-Kadhimiya, about 28% of the sample believed the tour guide would succeed, while about 71.9% thought he would fail. In the holy city of Karbala, the success rate was 32.9% of the sample, a more significant percentage than in Al-Kadhimiya. In comparison, the failure rate for the tour guide was likely to be about 67%, which is a small percentage compared to its counterpart in the city of Al-Kadhimiya. Second: Regarding the opinion of those who described the guide as successful in his guidance work The study's first hypothesis stated that there are significant differences between tourists' opinions in both the city of Al-Kadhimiya and the holy city of Karbala about those who described the guide as a success). The results of the questionnaire included those who considered the success of the tour guide in his guiding work in both the city of Al-Kadhimiya and the city of Karbala, who numbered 96 samples (67 in the town of Al-Kadhimiya and 29 in the holy city of Karbala), as in the following table:

Table No. (3): Table of success rate of extension work

Percentage	The tour guide is successful in his guiding work	Variable
28%	67	Al-Kadhimiya City
32,9%	29	The Holy City Of Karbala
29,4%	96	The Total

The validity of this hypothesis was tested using the Mann-Whitney test for two independent samples by applying it to tourists who believed that the tour guide would be successful in his guiding work, as in the following table:

Table No. (4): Mann-Whitney test table for success factors

Average rank		p.value	Z value	success factors	ت
The holy city of Karbala	Al-Kadhimiya city				
51,66	47,13	0,458	-0,743	Company support for the tour guide	1
34,69	54,48	0,001	3,228	The quality of services provided by the tour guide	2
42,21	51,22	1,133	1,501	Tourist satisfaction	3

It is clear from the above table that the hypothesis is partially correct as: - There are two significant differences between the opinions of tourists in the city of Al-Kadhimiya and the city

of Karbala regarding (the quality of services provided by the tour guide), as the Z value reached -3.228, which is significant at a significance level of 0.05 or less, as can be seen from the P.value of 0.001. - There are no significant differences between the opinions of tourists in the city of Al-Kadhimiya and the city of Karbala regarding (the company's support for the tour guide tourist satisfaction), as the value of Z in these dimensions reached -0.743 and -1.501, which is significant at a significance level of 0.05 or less, as can be seen from the values P.value of 0.458 and 1.501. Third: Regarding the opinion of those who described the guide as successful in his guidance work The study's second hypothesis stated significant differences between tourists' opinions in both the city of Al-Kadhimiya and the holy city of Karbala about those who described the guide as a failure). The results of the questionnaire included those who believed that the tour guide had failed in his guiding work in both the city of Al-Kadhimiya and the city of Karbala, amounting to 231 samples (172 in the town of Al-Kadhimiya and 59 in the holy city of Karbala), as in the following table:

Table No. (5): Table of the failure rate of the extension work

Percentage	The tour guide is unsuccessful in his guiding work	Variable
71,9%	172	Al-Kadhimiya City
67%	59	The Holy City Of Karbala
70,6%	231	The Total

The validity of this hypothesis was tested using the Mann-Whitney test for two independent samples by applying it to tourists who believed that the tour guide would be successful in his guiding work, as in the following table:

Table No. (6): Mann-Whitney test table regarding failure factors

Average rank		P.value	Z value	Failure factors	ت
The holy city of Karbala	Al-Kadhimiya city				
92,16	123,99	0,001	-3,248	The company does not support the tour guide	1
108,60	118,38	0,323	-0,989	Low quality of services provided by the tour guide	2
81,92	127,42	0,000	-4,601	Tourist dissatisfaction	3

It is clear from the above table that the hypothesis is partially correct as: - There are two significant differences between the opinions of tourists in the city of Al-Kadhimiya and the city of Karbala regarding (the company's lack of support for the tour guide and the tourist's dissatisfaction), as the Z value reached -3.248 and -4.601. It is significant at a significance level of 0.05 or less, as seen from the P values. Value of 0.001 and 0.000. - There are no significant differences between the opinions of tourists in the city of Al-Kadhimiya and the city of Karbala regarding (the low quality of services provided by the tour guide), as the Z value reached -



0.989, which is significant at a significance level of 0.05 or less, as can be seen from the P. value of 0, 323.

3. CONCLUSION

The tour guide must have proper etiquette in dealing with tourists and know the extent of the tour guide's responsibility when practicing tourism guidance. The results of the study came in overwhelming agreement among the study sample regarding the failure of the tour guide in his guiding work in both the city of Kadhimiya and the holy city of Karbala, as it was found that about 70.6% of the study sample believed that the tour guide failed, compared to 29.4% of them who thought that he would succeed. The percentage of tourists' opinions about the guides' failure in Kadhimiya was higher than in Karbala, 72% and 67%, respectively. In contrast, the probability of indicative success is 28% and 33%. Therefore, the researcher recommends that tourism companies prioritize the tour guide (in terms of training, incentives, and support) to pay attention to the quality of services he provides to meet the needs and desires of tourists.

Questionnaire form

Firstly, what is your view of the tour guide during the implementation of the tourist trip?

	A successful mentor in his counseling work
	A failed guide in his guiding work

Secondly: If you think that the mentor is successful, what are the reasons for this from your point of view?

Strongly Disagree	Disagree	neutral	Agree	Strongly Agree	success factors	The dimension	N.
					Note the provision of support to the tour guide	Company support for the tour guide	1
					Note that the tourism company is interested in providing incentives and rewards to the tour guide		2
					Notice the diversity of the tour guide's tasks		3
					The tour guide's proficiency in several foreign languages	The quality of services provided by the guide	4
					Commitment to the tourism program		5



					Providing various services without boredom or distress		6
					The quality of services provided by the tour guide is the best you would expect	Tourist satisfaction	7
					You share medical relations with the mentor		8
					Do not spend effort or time getting the service		9

Third: If you see that the counselor is a failure in his counseling work, what are the reasons for this from your point of view?

Strongly Disagree	Disagree	neutral	Agree	Strongly Agree	Preventive factors	The dimension	N.
					Notice the lack of support for the tour guide	The company does not support the tour guide	1
					Notice that the tourism company is not interested in providing incentives and rewards to the tour guide		2
					Note the limitations of the tour guide's duties		3
					The tour guide is not fluent in several foreign languages	Low quality of services provided by the guide	4
					Failure to adhere to the tourism program		5
					The guide is bored or uncomfortable		6



					with providing services to the tourist		
					The quality of services provided by the tour guide is the least you would expect	Tourist dissatisfaction	7
					I do not engage in medical relations with the guide		8
					Difficulty obtaining service		9

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