



**TOURISM SERVICE MARKETING AND ITS IMPACT ON IMPROVING
TOURISM REALITY**

**(An explanatory study of a sample of customers who visit Al-Sadeer Tourist
Complex in the city of Mosul)**

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Abstract

The topic of marketing tourism services is essential concerned with tourism organizations, which significantly impacts the revitalization and improvement of the tourism movement in Iraq in general. the main problem of research shows the weak interest of the relevant authorities in the tourism sector to improve the tourism reality and develop it in tourist resorts, hotels, restaurants and resorts in general, and the current research aims to identify the concepts of tourism and tourism service and its types as well as to verify the hypotheses of the varying response of individuals who are encouraged towards Research variables, the descriptive and analytical approach to research variables has been used to reach the desired results through the use of repetitions and measuring other positions across weights (very good, good, acceptable, weak, very weak), and the research reached a number of conclusions, the most important of which was "The Tourist Al-Sadir Complex is well known in Iraq and outside Iraq, meaning that the services provided can attract as many tourists and visitors as possible even from outside Iraq" and as for the proposals we note the most important " of the best " It provides integrated services and is well provided in accordance with tourism standards."

Keywords: Tourism, Tourism Service, Types of Tourism.



First Theme: Methodology

I. The Problem Statements

The research problem is exacerbated by the authorities' lack of interest in the tourism sector, infrastructure, organization and internal arrangement of accommodation and rest accommodation, and services provided in the Al-Jazeera Tourist Complex in Mosul, as it is well known that the complex attracts many visitors from local customers during the four seasons of the year, particularly during family occasions and visits. Tourist complexes still suffer from neglect and weakness in the field of providing tourism services, especially accommodation and housing, from various governorates of Iraq for tourism, recreation, and entertainment in the city of Mosul Al-Hadba, and despite the availability of some elements of tourism in Nineveh Governorate in general and the city of Mosul on its left side in particular, especially after the city's liberation (shelter).

II. Significance of the Study

After reviewing the primary research topic, the significance of the research can be proven by reading about the relevance of tourism and the general advantage it provides to the rest of the city's sectors in attracting and retaining visitors from tourists and investors. This would benefit the city's tourism sector. It would need to be done right away by tourism-related agencies to build more infrastructure, organize and arrange tourist facilities, and provide the best service possible to both local and international visitors.

III. Hypothesis

The central hypothesis of the research is as follows:

1. The tourism services supplied within the tourist complex do not correspond to tourists' demands and needs.
2. The respondents' response intensity varies in direct proportion to tourists' quality of tourism services.

IV. Objectives

The research aims to achieve the following:

- A. Recognize the significance of tourism services in the broader tourism sector.
- B. The extent to which social and economic variables influence demand for tourism services and the development of tourism infrastructure for various tourist amenities, including the Al Jazeera Tourist Complex.



- C. Attract the most significant number of local tourists and visitors from Iraq's governorates by developing tourism amenities and services within the complex.
- D. Providing facilities and support to improve the reality of tourism in Mosul and other tourism services represented in the Nineveh Governorate's tourist zones.

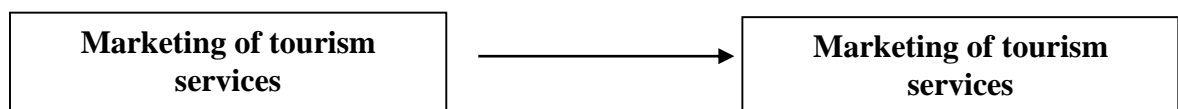
V. Data Collection Methods

The research relies on two methods to collect the data for the research:

The first part is the theoretical one, which talks about how to look for tourism services through books, research, and the research topic's thesis.

Field Side: The researchers used a field approach, visiting the Al-Jazeera Tourist Complex in Mosul and examining its tourist facilities while fielding numerous questions from a sample of visitors, tourists, and residents in the complex. The research sample consisted of 50 visitors, tourists, and residents in the complex. A questionnaire was employed as one of the methods for collecting data to finish the research and arrive at the desired conclusions and recommendations.

VI. The Model



VII. Statistical Tools

The research sample was described using frequencies and percentages, and the presentation and standardization approach were utilized to determine the solution to the research problem and test the hypotheses. It is a method used in marketing research that gives good results based on how quickly and clearly the research sample responds to the statements and questions that are given.

VIII. Limitations of the Study

1. Time limits: The time limits are determined for the period in which the research was conducted between 1/2/2022 and 31/3/2022.
2. The spatial limits were determined at the Al-Sadeer Tourist Complex in the forest area (left of Mosul).
3. Human limits: a sample of frequent customers and guests from inside and outside the city of Mosul.



Second Theme: The Theoretical Framework

I. The Concept of Service

There were divergent views among writers on how to define the concept of service, and as a result, there were numerous concepts dealing with this aspect. Some services were intrinsically linked to the material good, such as hotel services. In contrast, others were complementary to the marketing of goods sold, such as hospitality and other types of health services, insurance. These multiple benefits exposed the concept of service to numerous interpretations (Samidei, 2014:227).

According to the American Marketing Association, service is defined as "the activities and benefits supplied for sale or included with the items sold" (Kotler, 2015, 377).

Additionally, the service was defined as "an activity that performs or provides for the satisfaction of a customer's specific need or want, and the service may be offered for a fee, such as serving restaurants and hotels, or for a symbolic fee, such as the services of government facilities" (Baelwi, 2012, 58).

Additionally, it comes as "intangible products that are dealt with in specific markets to meet the consumer's requirements and wishes and create benefit for him, and these services are unrelated to the sale of other products" (Al-Mosaed, 2020, 231).

The term "service" refers to "intangible and unidentifiable operations that provide necessary industries and are not always related with the sale of other goods or services" (Kotler & Keller, 2018, 345).

II. The Concept of Tourism and Tourism Service

The tourism concept dates back to the word (TOUR), derived from the Latin word Torno. In 1943, the term "tourism" was first used to travel or wander from one location to another to serve the varied demands of travelers (Interview, 2000: 18).

And if we analyze the term "Tourism," we see that it is derived from the term "Tour," which, according to the Oxford Dictionary, refers to (a tour that begins and finishes at home, during which different locations or trips to locations are scheduled to learn about professional companies) (The Oxford Dictionary, 2014: 725) In 1905, a German scientist (Joubert Fridler) provided a lengthy definition of tourism as a modern phenomenon that stems from an increasing need for rest and a change of scenery and serves as a generator of an appreciation for the beauty of nature, as well as a pathway to this appreciation, as well as to a sense of joy and pleasure, and residence in areas with their inherent nature and growth. Communications, particularly between peoples and various mediums used by various human groups,



and these connections resulted from the growth of the scope of commerce and industry and the advancement of transportation (Al-Houri and Al-Dabbagh, 2001: 46, 47).

On the other hand, we discover that tourism is an economic activity that meets humans' recreational and promotional demands. As a result, the tourism sector is influenced by supply and demand. In 2000, the British Tourism Association described tourism as "a collection of unique and carefully chosen activities that take place outside the house and include lodging and staying away from home" (Mohammed, Nabil, 2001: 23).

Tourism is defined as "a collection of businesses that provide tourists with comfort and service amenities when they purchase and consume tourism services and commodities and stay in tourist facilities away from their original location" (Batti, 2011, 22).

Tourism services have broad and comprehensive concepts, and their forms have become diverse, necessitating a broad and practical approach to their variables, which requires a precise definition of the concept of services and its definitions, as well as how they can be distinguished from goods by their numerous characteristics (Abu Rumman, 2000: 12).

Numerous researchers and specialists in tourism have examined numerous definitions of tourism services. Tourism has been defined as intangible or immaterial activities that can be performed independently or in conjunction with the sale of another product or service and satisfy the desires and needs of tourists. And, depending on the nature of the service, it may not necessitate ownership transfer (Abu Rahma, 2001: 22).

Additionally, it is well-known that the tourist service is seasonal, with some services being active throughout the year and others being dormant. Tourism services or tourism products are also "complicated due to the presence of various service providers, such as hotels, restaurants, transportation, and other services, which adds another level of complexity to the tourism sector's nature and manageability."

Additionally, tourism service refers to intangible products sold in tourist markets that primarily serve the needs and desires of the tourist and contribute to providing some level of comfort, reassurance, and care, as well as achieving some level of economic stability, whether at the individual or societal level (Abu Rumman, 2000, 4).



Furthermore, it refers to services that cannot be transferred from their point of origin to their point of use, i.e., the location of the consumer, because it requires marketing effort to direct the beneficiary (tourist) to the tourist areas to enjoy them and achieve the degree of saturation desired by the consumer. (2000) (Shibr, 281).

Tourist services must be suitable with tourists' likes and desires, as they have become a significant source of attracting tourists in recent years, as tourism services are complementary to the attraction of tourist destinations.

Tourism services are critical, particularly during peak tourist seasons, to meet the needs and desires of tourism, which are frequently insufficient to meet the needs and desires of tourists during these seasons, i.e., peak seasons, which results in tourist dissatisfaction. While tourism services and their quality may improve during these seasons, particularly during the depression season, services must be equal in both seasons to ensure that tourist demand is stimulated. (Kadhim, 2000:145).

However, the tourism service might be an integrated system of numbers, experience, and professional expertise designed to benefit both parties to the interaction, the tourist and the tourism product. According to the United Nations, tourism is defined as the temporary voluntary movement from one place of permanent residence to another to fulfill a need or desire (Haddad, 1997: 104) for a period of not less than one night and not more than one year, with the purpose of not visiting and obtaining a reward or wage in the country visited (Al-Rihawi, 1997: 16).

III. Types of Tourism

1. Medical Tourism

The International Union of Tourism (IUOTO) defines medical tourism as "all facilities and services available to tourists to invest in natural resources such as mineral water, sand, and climate for treatment and health." Additionally, it was described as locations where mineral springs with natural healing capabilities attributed to the land, sea, or climate are available and locations with appropriate facilities for treating, reducing, or preventing diseases (Kotler, 2000 467).

1. Leisure Tourism and Promotion

It is an attempt to re-create the soul and body by removing oneself from the familiar atmosphere and control of the everyday job and relocating to locations of calm and tranquility. As summer tourism is one of the most significant recreational and promotional movements in tourism, as is winter tourism, which accounts for a sizable proportion of international tourism, and in general, it is characterized by a



lengthy period of meeting the tourist at the tourist site, which typically lasts between (10-12) days (Al-Houri and Al-Dabbagh, 2001: 89).

2. Desert Tourism

Desert tourism teaches young people endurance, patience, and courage through bird and wild animal shooting. Numerous residents and visitors travel to desert areas for hunting, particularly (the free bird), which is highly prized, and the therapeutic benefits of the warm sand, which has chemical qualities that aid in the healing of rheumatic disorders (Al-Qaidi, 2003: 16).

3. Cultural Tourism

It is the endeavor to communicate between the tourist and the host or forge an intellectual, material, spiritual, or emotional bond between them and the consequence of that communication on both parties.

4. Sports Tourism

Sports tourism has aided in achieving significant humanitarian goals. Olympic Games times have been spent with young people from throughout the country flocking to the Olympics to watch and participate in games and competitions (Kotler, 2003, 565).

5. Religious Tourism

It is a journey to religious holy shrines and a type of religious ritual practice that has developed into a periodic or annual tradition to perform these religious rituals in locations associated with significant events.

6. Economic Tourism

It is the process of many businessmen traveling to international exhibitions where the marketing festival (attracts buyers not only, but also the services and facilities available in it, which works to make lodging comfortable and encouraging visitors from various countries, as statistics indicate that economic tourism accounts for 20% of total international tourism traffic (Al-Qaidi, 2003: 18).

Third Theme: The Application Framework

I. Research Location Description (Al-Sadir Tourist Complex)

The forest area on Mosul's left side is defined as a tourist area, with numerous casinos, wedding halls, restaurants, and tourist game cities, particularly along the

banks of the Tigris River, which runs from the third bridge to the Nineveh International Hotel. Mosul and its regions should use the tourist area's amenities. The Al-Sadir Tourist Complex is one of the region's most popular tourist destinations. It is distinguished by its accessible location and the presence of a number of tourist residential houses of various sizes, with costs varying according to the area and services supplied.

First: Description of the Research Sample

We can learn about the opinions of visitors to the Al-Jazeera Tourist Complex by distributing a questionnaire form prepared and designed for this purpose to a random sample of the research community in the city of Mosul of visitors from the city of Mosul and villages, rural areas, and other cities. The questionnaire form was distributed to a random sample of the research community of visitors from Mosul and villages, rural areas, and other cities. The total number of forms issued to visitors was (50), and they were thoroughly assembled, tallied, and analyzed. The researchers analyzed the metadata by extracting frequencies and percentages, and the following results were obtained:

Table 1 Gender distribution within the sample

Statement	No.	%
Male	40	80
Female	10	20
Total	50	100

Table (1) shows that gender affects visitors' perceptions of services. The Table indicates that the male sample accounted for 80% of people visiting the tourist complex, while female visitors accounted for 20%.

Table 2 Distribution of the research sample by age group

#	Age	No.	%
1	25-15	5	10
2	35-26	39	78
3	45-36	4	8
4	55-46	--	--
5	56 and above	2	4
Total		50	100



Age is a significant factor because, as an individual becomes older, his demands and desires for goods and services will outnumber those in the younger age groups. As shown in Table (2), visitors of various ages are distributed differently; some are under thirty years old (ten percent) and over thirty years old (seventy-eight percent) and are between calm and stability, while others are in the third category (eight percent) and the fifth category (four percent) and require additional services.

Table 3 Distribution of the research sample by occupation

#	Occupation	No.	%
1	Employee	13	26
2	Gainer	22	44
3	retired	2	4
4	others	13	26
Total		50	100

From Table (3), it is obvious that the category of occupations covered in the questionnaire form for visitors to the complex, with the highest percentage of 44 percent, is earners (businessmen and investors), followed by 26 percent of state employees and 4 percent of retirees.

Table 4 Frequent distribution of the marital status of the research sample

#	Marital Status	No.	%
1	Married	39	78
2	Bachelor	8	16
3	Divorced	1	2
4	Widow	2	4
Total		50	100

From Table (4), it is simple for the researcher and reader to identify fundamental facts just by examining this Table to determine the frequencies. Married - Single and the continuance of the transition in my instance (married - single) because all portions of this range contain repeats. Particularly in the case of married, which is an issue related to age, the highest percentages were 78 percent of the sample, while 16 percent are singles. There is a clear variation in the pattern change from the young age group to the married age group, and the married group is the most frequent visitor to mineral water baths.

Table 5 The purpose of the visit

#	Visit purpose	No.	%
1	Business	16	32
2	Treatment	6	12
3	Entertainment	24	48
4	Others	4	8
Total		50	100

Table (5) shows that 48 percent of the sample intends to visit the tourist complex for entertainment, 32 percent for business, and 12 percent for medical treatment.

Table 6 Transportations used by visitors

#	By	No.	%
1	Private Car	3	88
2	Taxi	3	6
3	Tourist Groups	44	6
Total		50	100

Table (6) shows the modes of transportation utilized by visitors, with 88 percent of total visitors to the Al-Jazeera Tourist Complex driving their automobiles, 6 percent taking a taxi, and 6 percent going through tourist groups.

Table 7 Are the tourists satisfied with the services provided?

#	Statement	No.	%
1	Yes	8	16
2	No	42	84
Total		50	100

Table (7) illustrates how tourists accept the tourism complex's services, which is an important factor to consider because visitors' decisions are linked to repeat visits and unhappiness with the services given, with 84 percent saying no and 16 percent saying yes.

Table 8 Visitors' Attitude towards the primary services in the tourist complex

Features \ Scales	Very good 2+	Good 1+	Fair	Weak 1-	Very weak 2-	Total
Car parking	2	7	20	10	11	50
Restaurant	13	14	15	4	4	50
Communications	3	5	14	10	18	50
Prices	17	15	10	6	2	50
Transportations	15	17	12	3	3	50
Entertainment	14	3	7	22	4	50

To evaluate each paragraph separately and with varying weights, a computation was carried out in Table (8) by multiplying the weights by the primary outcomes according to the Measures Scale. Starting with (very good) and ending with (very poor) (five weights) to determine the relative value of each paragraph and the paragraph that comes from the visitors' perspective on evaluating the services provided in the Sudair Tourist Complex. Then calculating the results by multiplying the total answers and putting them all in one field with their allotted weight, the picture in Table emerged clear (9). The weights were supplied (very good +2) and finished with (very poor -2), and the total responses were given in Table (8).

Table 9 The final evaluation of the visitors' Attitude towards the primary services available in the Al-Sadir Tourist Complex

Features \ Scales	Very good 2+	Good 1+	Fair	Weak 1-	Very weak 2-	Total
Car Parking	4	7	Zero	1-	22-	21-
Restaurant	26	14	Zero	4-	8-	28
Communications	6	5	Zero	10-	36-	35-
Prices	34	15	Zero	6-	4-	39
Transportations	30	17	Zero	3-	6-	38
Entertainment	8	3	Zero	22-	28-	39-

The visitor's Attitude can be arranged in order of relative importance in Table (9).

Table 10 Order of visitor attitudes towards the main services in the tourist complex according to the relative importance

Rank	Features	Total
1	Prices	39
2	Transportations	38
3	Restaurants	28
4	Car Parking	21-
5	Communications	35-
6	Entertainment	39-

According to the above Table, prices were ranked first in relative importance, transportation was ranked second, restaurants were ranked third, car parks were ranked fourth, communications were ranked fifth, and entertainment was placed sixth (no entertainment).

Conclusions

1. The theoretical study discovered that the concept of tourism and tourism service tries to elicit a desire to travel for the goal of having pleasure, entertainment, and passing the time.
2. The Al-Sadir Tourist Complex is well-known both inside and outside Iraq, implying that the services supplied can attract a big number of tourists and visitors from all over the world.
3. The absence of collaboration between the municipal service units and tourism.
4. The lack of paved roads and adequate signs directing travelers to the tourist complex.
5. The lack of attention shown by the authorities in charge of visitor services in terms of health, social, and environmental aspects, as evidenced by what appeared to be negligence in terms of sanitation and the surrounding filth and tourist site.
6. The difficulties of tourism services being seasonal, the number of visitors to the toilets reduces in the winter, while the number of visitors increases in the summer.
7. Visitors' dissatisfaction with health care, with 84 percent dissatisfied with services such as transportation, restaurant, casino, and communications.



8. Most visitors' thoughts regarding services did not satisfy their needs and were not prepared in an appropriate manner. Instead, they are insufficient services that do not meet tourists' wants and desires.

Recommendations

1. It is preferable to provide integrated services while also being well presented in accordance with tourism standards.
2. It is critical to build the infrastructure and ensure that the beneficiaries benefit as much as possible from it.
3. Determining service sites inside the tourism complex to meet the needs of the tourist area while keeping prices in mind.
4. The relevant authorities will determine the service places through an intensive tourism study.
5. Those in charge of the tourism complex pay close attention to the inside layout, gardens, and lighting.
6. Arrangement of halls and seating areas, considering each visitor's or tourist's health conditions.
7. Considering arrivals from other cities and addressing the length of stay or desire to stay by delivering the greatest tourism services
8. Renovation and upkeep of the tourist complex's facilities to meet the needs of the beneficiaries.

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