



The Role of Managing Tourism Service Components in Promoting Religious Tourism-A Study of a Sample of Visitors to Visiting Cities

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ABSTRACT

Our present era is witnessing an advanced global civilization with two wings (natural and human components), and the human elements are considered one of its most important fields, manifestations, and glory. The world's countries are keen to create and establish infrastructure and superstructures and tourist facilities that differ according to the types and types of tourism and to increase their number and diversify their savings, raise their level, make good use of them, and be proud of them. There is competition among the world's peoples for its display to attract tourists until these elements have become a standard for the sophistication of nations and a measure of their progress. Visiting it and knowing its details is evidence of the individual's cultural awareness and the focus of his social conversations.

The human components are diverse according to place and time, and this variation is a great tourist attraction. The human parts are no less important than the natural components. Tourism has often based its establishment and development on the human elements in many tourist countries, and these components are usually concentrated in the dominant tourist sites where appropriate conditions are available for its establishment, such as population density, economic, social, political, and religious activity.

To meet the multiple needs of tourists in our current era of various services, significant cities have sought to provide many of these services by establishing tourism service components, including the establishment of visitor cities in Karbala Governorate, which are considered one of the essential tourism service components that meet tourists' primary needs of parking, accommodation, food, and food. This includes entertainment through the provision of green and open spaces, luxurious tiles, distinguished hotels and restaurants, small and large game cities, shopping, holding celebrations and group events, and the availability of conference and meeting halls using modern means and unique care, which helped to advance the most critical and broadest tourist patterns, which is religious tourism.

Keywords:

management, tourism components, tourism services, religious tourism, visitor cities.

Chapter one

The methodological aspect of the research

Problem of the Study

The research problem lies in the following points:

1. What is the role of the management of tourism service components in improving the most critical type of tourism, religious tourism?
2. What is the role of visitor cities in promoting religious tourism?

Objectives of the Study

The research aims to identify the following:

1. Getting to know several concepts, the most important of which are the concepts of (management, tourism components, tourism services, and visitor cities).
2. Identify the most critical features of visitor cities.
3. Identify the availability of elements of effective management of visitor cities and the services provided to promote religious tourism.

The importance of the Study

The importance of the research is evident in studying the management of tourism service components (visitor cities) in promoting and supporting religious tourism, accommodating and organizing large numbers of visitors, and providing better services before they arrive at the primary destination areas in Karbala.

Hypothesis of the Study

The research deals with a set of two ideas:

1. There is a role for managing tourism service components (visitor cities) in promoting religious tourism.
2. There needs to be a role in managing tourism service components (visitor cities) in promoting religious tourism.

Methodology of the Study

Researchers used the descriptive approach to collect the information needed for the research and to study scientific phenomena and problems by scientifically describing them to arrive at logical explanations that have evidence to give them the ability to set specific frameworks for the problem, and this is used to determine the results of the research.

The researchers also used the field statistical survey method by designing a questionnaire that included a set of questions that led to collecting primary data for the research according to the answers of the targeted sample in the research community.

Research population and sample

The research population represents the cities of visitors affiliated with the Holy Shrine of Hussein in the holy city of Karbala. In contrast, the research sample is a group of visitors to those cities. The field survey included three cities, which are:

1. The city of Sayyid Al-Awsia (Karbala-Baghdad Road).
 2. Imam Hussein Al-Mujtaba City (Karbala-Najaf Road)
 3. Imam Hussein City (Karbala-Babylon Road).
- (60) questionnaire forms were distributed to the visitors of the research sample (20 questionnaires for each city), and all of them were collected without neglecting any form.

Limits of the Study

1. Spatial boundaries: It included the three visitor cities in the holy city of Karbala.
2. Human limits: The sample included a group of visitors, 20 visitors for each of the three visitor cities.
3. Time limits: The field survey was conducted from (10/20/2023) to (10/23/2023) AD.

Chapter Two

The theoretical aspect of research

First: The theoretical part of management:

1. Administration in language: The origin of the word "administration" is Latin, meaning "to serve," meaning "to serve." Thus, administration means "service" because whoever works in administration is based on serving others. (Al-Nimr: 4, 2003 AD).
2. Management in terminology: In light of the interest that management has received, its definitions provided by scholars and pioneers have varied, as do many terms in the human sciences. Each of them has been influenced by a specific approach and is defined as:
 - Activity directed towards fruitful cooperation and effective coordination between various human efforts working to achieve a specific goal with a high degree of efficiency (Salah: 5, 2006 AD).
 - The process of directing human efforts in an organized manner to achieve specific goals" (Al-Sabab: 19, 1999).
 - A continuous social process that seeks to invest human resources and material potential to achieve goals set with a high degree of efficiency (Al-Jashami: 18, 2000 AD).

From this definition, the following elements can be extracted:

Management is a process that includes several functions: planning, organizing, directing, and controlling.

- It is social, as it does not arise in a vacuum but rather arises within a regular group of individuals and takes into account their feelings, needs, and aspirations.

- It is a continuous means, not an end. It is a means that seeks to achieve set goals.

- It depends on the investment of human resources and available material capabilities.

- It seeks to achieve goals with a high degree of efficiency.

When dealing with the emergence of management, a distinction must be made between three things: management as a practice, management as thought, and management as an independent science (Al-Jashami, 28, 2011):

Management as a practice: Management as a practice arose in ancient times, and it is unsurprising if we say that it has been present since the beginning of creation. Although ancient societies were characterized by simplicity, they needed to organize the relationships between their members to achieve specific goals, and some administrative practices appeared when humans realized that cooperation with... Others have become a vital necessity for survival and development, and the family is the nucleus of organizational processes. Since time immemorial, it has performed several functions, such as dividing work, distributing roles, making decisions, leadership, and exercising authority.

Management as a thought: Administrative thought appeared in human civilizations thousands of years ago, evident in ancient human heritage. Ideas and administrative applications appeared in ancient Egyptian culture, such as organizational planning and control. The organization appeared in Chinese civilization through the constitution of the philosopher "Zhao," which included functional tasks and duties of all state employees and the gradual (hierarchical) organization, delegation of authority, and administrative division according to the geographical dimension that appeared in the Roman Empire. The Greek Empire provided many ideas and applications about specialization, employee selection, and delegation of authority.

Management as an independent science:

The beginning of the twentieth century was a watershed in the emergence of management as a stand-alone science based on the same components as the rest of the branches of science and knowledge. Theories, experiments, and studies that used the scientific method appeared. Specialization in the study of this field became commonplace, and the twentieth century witnessed many contributions, and specialists tended to classify them into several schools. It is worth noting that these classifications mentioned in Arab and foreign administrative studies included some commonalities. Still, at the same time, they differed in one or more parts, which caused some confusion.

3. Management functions: Management has five primary functions, which are (Al-Bazi: 22, 2008):

- Planning: This administrative function is concerned with anticipating the future and determining the best ways to achieve organizational goals.

- Organization: Organization is the administrative function that mixes human and material resources by designing a basic structure of tasks and powers.

- Recruitment: It is concerned with selecting, appointing, training, and placing the right person in the right place in the organization.

- Directing: Guiding and motivating employees towards the organization's goals.

- Oversight: The last administrative function is to monitor the organization's performance and determine whether it has achieved its goals.

Second: The theoretical aspect of tourism components

1. Definition of tourism components: Tourism components in their various forms form the base of tourism activity for any country, city, or tourist site if they are exploited and invested effectively. The tourism component is one of the most essential elements of the tourism system, without which this system becomes vague.

The tourism system consists of three main components: the dynamic (moving) element, which is the human being (the tourist); the second element is the place (the tourist

component); and the third is the transportation element that provides access or connection between the tourist and the tourist site.

The tourism components are (Muzain: 33-34, 2010 AD). The geography of tourism:

- They are tourist destination areas with a specific lifespan (product life cycle). The primary purpose of discovering or creating them is to increase the individual's enjoyment and delight in his culture and awareness. They can be reached without the need for prior reservation, and they can contain large numbers of tourist groups.

- They are well-known tourist sites famous for their unique design, managed by a specialized administrative body, and the goal of their existence is to increase the fun, entertainment, and culture of the individual.

- It is all the environmental products, natural and human manifestations, and complementary services available within the region. It includes superstructure and infrastructure services, in addition to a complex mixture of services, facilities, and facilities that the tourist needs from leaving his place of stay until his return to it.

The most critical points of convergence for the total definitions of tourism components:

- Tourist areas or places (natural, human).

- It was established for multiple purposes, and its goal is entertainment, recreation, and increasing the individual's culture.

- Easy to reach and stay in.

- It can match the desires and inclinations of tourists (the current) and future demands of those seeking entertainment and recreation.

- Availability of infrastructure, superstructure, and other ancillary services.

- Accommodating the most significant possible number of tourist groups.

1. Types of tourist attractions:

- Natural components: as they are linked to the natural environment, such as the diversity of land surface forms (topography) in areas of mountains, plains, valleys, plateaus, lakes, coasts, etc., and such topographic phenomena affect not only the degree of tourist attraction, but also extend to the quality of tourism demand, and these components depend on (Location, climate, topography, geological

structure, water resources, plant and animal cover).

- Non-natural (human) components: Man and his cultural development constitute the primary material for this type of components, as the human factors responsible for the establishment of a tourist environment have multiple forms, all of which are artificial: social and cultural life, the spirit and fragrance of civilizations, the character of peoples, their morals and customs, where folklore, industries, and crafts are. Local craftsmanship, religious rites and rituals, purely local food colors, folk singing, music and dance, innovative popular and local musical instruments, models and designs of rural and Bedouin housing, poetry houses, and camels are all cultural components distinguished by their authenticity.

Third: The theoretical aspect of tourism services:

1. Definition of tourism services: It is a group of businesses that provide facilities and various types of comfort to the tourist when he purchases and consumes goods and commodities, whether during his travel or his stay far from the original place of residence (Jalal: 26, 2011 AD).

2. Features of tourism services: Tourism services are distinguished by the following points (Al-Laylaki: 47, 2016 AD)

- Quality, whether in services, goods, etc., to meet the tourist's desires.

- Diversity in services with their various elements due to the diversity in classes and levels of tourists.

The provision of services depends primarily on the human crew. Therefore, the human team must be trained and specialized to deal with all tourist segments that need varying desires and requirements, whether from an economic, social, religious, or other perspective.

The process of providing tourism services begins and ends in the same place and time in which they are produced, and for this reason, it requires speed and flexibility in its production and provision.

- It requires speed in providing services to tourists to shorten time and avoid affecting the previously prepared tourism program.

Providing tourism services requires direct contact between the human crew, tourists, and citizens. It thus requires providing information about the nature of the interaction between these groups and elements in an attractive way and, at the same time, satisfying all desires. It is necessary to spread awareness and scientifically prepare the human crew to deal with the various segments.

By providing services, a group of efforts involved in the application process are unified, which means there is continuous coordination in all tourism facilities.

- It meets the basic needs of tourists, such as sleeping, eating, etc., in addition to their needs for the goods and services they originally traveled, such as oriental antiques, publications, models, etc.

Fourth: The theoretical aspect of religious tourism:

It is one of the oldest types of tourism, spiritual tourism. Its goal is to visit places with a religious impact, such as churches near Christ, Hajj, and Umrah to Mecca, or visit the shrines of the prophets, saints, and righteous people (the holy shrines and shrines).

Religious tourism is the tendency to visit sacred and historical holy places, and the essential motivation for it is to travel to perform Hajj at specific sites in most religions. This type of tourism requires services of various prices, moderate assistance services, and the services of large markets for shopping for tourists to buy souvenirs for their families and loved ones during... Their religious visit (Cafe, 53).

It means traveling from one country to another or moving within or outside the country's borders to visit holy places. This type of tourism contributes to the spiritual side of the person because it combines religious and cultural contemplation or travel for the sake of advocacy or to carry out charitable work, such as Muslims traveling to perform the Hajj. Or Umrah, or the journey of Christians to the Holy Lands in Palestine and Jordan, and the influx of local and foreign visitors to the holy places in Iraq, such as in the holy cities of Najaf, Holy Karbala, Kadhimiya, Samarra, and many others (Abdul Aali, 72, 2019).

Chapter Three

The practical side

First: Introduction to visitor cities:

In light of the remarkable development that the city of Karbala has witnessed in recent years, especially in public services after it lacked the essential components of infrastructure and superstructure, the Holy Shrine of Hussein, within a specific period, hastened to establish cities that would be a resting place and an outlet for Iraqi families, especially those heading to the Holy City from the provinces. The other away from the crowded atmosphere witnessed in the old city, recorded the construction of more than one city for visitors as entertainment projects for families and visitors together, and these cities are:

1. The city of the Master of Guardians, peace be upon him, for visitors (Al-Hadath Press: 2023): It is a section of the holy shrine of Hussein, opened in 2016. The city is located on the road linking Karbala - Baghdad, 8 km from the center of the sacred city of Karbala, specifically before entering the holy city at a distance estimated at (8) km. We are very proud that The town was designed by an Iraqi company and implemented by the staff of the Engineering and Technical Projects Department at the Holy Shrine. The city includes a mosque with an area of (1,200) square meters, a two-story health center, a building for administration and hosting with an area of (1,400) square meters, and an attached kitchen with a capacity of (500) square meters. Sanitary units and bathrooms, residential apartments numbering (220) apartments, and (11) sleeping halls for visitors, each area being (800) square meters with two floors, in addition to water fountains and spacious gardens, and the size of the city is (30) dunums, which is equal to (75)—one thousand square meters, including (24) thousand square meters. The town includes hotel buildings (suites) numbering five buildings. The building area is 500 square meters. Each building contains 37 suites, for a total of 185 suites.

The apartment building also contains five floors, with 20 apartments (10 with an area of

120 m²) and (10 with an area of 160 m²), and is allocated to gardens and green spaces.

The design of the city is very distinctive, as it combines authenticity and modernity and does not harm the Islamic architecture followed in building the holy city of Karbala, so that you feel that the city is part of the shrine of Imam Hussein, peace be upon him, or close to it. The town of the Master of Guardians is also considered a tourist and entertainment landmark for the holy city of Karbala and the provinces nearby. Because the city contains comprehensive services, such as places for prayer and food, gardens, umbrellas, fountains, and children's games, in a way that achieves psychological comfort for visitors and families.

2. The city of Imam Hassan al-Mujtaba (peace be upon him) for visitors (M.N.):

This city was established on the Karbala-Najaf road in 2015, 17 km from the Holy Mosque of Husseini, on an area of 22 dunums. It contains an administrative complex with two floors, a mosque with an area of 2,000 square meters, and a hostel that can accommodate a thousand people. It has 16 halls, suites, a dispensary, and a purification station. Water, in addition to 32 gardens decorated with fountains and equipped with large television screens.

The openness that the city witnessed and the increasing demand from the people and visitors gave it the advantage of being distinguished from other towns because of its practical designs for the comfort of travelers in particular. The most beautiful thing is the city's preparations in the month of Ramadan, especially since the Karbala-Najaf road is the main entrance, so most visitors to the town of Karbala prefer. There should be a break due to the constant crowding inside the Old City, which has made it witness large numbers during this month, varying between 7,000 and 8,000 visitors, and the numbers increase on Laylat al-Qadr and Thursdays and Fridays, reaching approximately 16,000 visitors and expatriates.

The number of the city's employees is approximately 250, working in two shifts to provide the best services to its visitors, including reception and continuous assistance. The city's work begins at 2 p.m., when the

cadres spread the 600 carpets and wash the streets, and there is ongoing work between washing and brushing. To the host services that are open throughout the months of the year, the city is working to provide unique places for cars despite the large numbers of people arriving at it, and the cadres continue to expand the city in the coming days. Its area is six dunums, and the host has opened two floors and opened one, two, or three halls for visitors. Programs are being held in The city, which the Karbala Canal accesses and the rest of the sections of the Hussein Shrine, and the city works to attract visitors during the months of the Husseinite calamity (Muharram, Safar) and with all the service details they need.

3. The city of Imam Hussein (peace be upon him) for visitors in Holy Karbala:

The city of Imam Hussein (peace be upon him) was established for visitors in the Fariha area to the east of the holy city of Karbala on the (Karbala-Hilla) road in 2012 for 6 billion and 485 million dinars. The project area reached 40 thousand square meters, and it was completed within 11 months. It includes five buildings that can accommodate 560 beds, and the city consists of a mosque with a prayer hall with an area of 450 square meters, health facilities, and a parking area of 5,000 square meters. At the same time, a tent was erected on an area of 6,000 square meters.

Second: Presentation and analysis of a population and sample

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

Using the mathematical method to analyze the results of this scientific test enhances the objectives and directions of the research. To achieve this, the necessary data was collected through a questionnaire and testing the research hypotheses.

The practical framework for the research included (the role of managing tourism service components in promoting religious tourism - a study of a sample of visitors to visiting cities).

Designing a questionnaire that included two axes, divided into multiple paragraphs, each paragraph containing a scientific question within the framework of the research, and distributed to the research community, namely: Visitor cities:

1. The city of Sayyid Al-Awsia (Karbala-Baghdad Road).
2. Imam Hussein Al-Mujtaba City (Karbala-Najaf Road)
3. Imam Hussein City (Karbala-Babylon Road).

(60) questionnaire forms were distributed to the visitors to the research sample (20 questionnaires for each city), targeting a selection of visitors to those cities, and all of them were collected, without neglecting any form, used for the analysis of the tripartite Lickerd scale.

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

First: An analytical presentation of the general information of the individuals in the research sample:

1. The research sample included (75%) females (45 females) compared to (25%) males (15 males), which indicates that the female group is more interested in visiting visitor cities.
2. The age group of the target sample (20-29) years achieved (25%) by (15) individuals, while the age group (30-39) years achieved (25%) by (15) individuals, and the age group (40-49) achieved a percentage of (30%) with (18) individuals, and the age group (50-59) achieved a rate of (20%) with (12) individuals. This indicates diversity in the type of visiting groups and the duration of visitors.
3. About educational attainment (certificate), the (preparatory) certification achieved half the percentage among the other credentials, accounting for (50%) by (30) individuals, and the (primary) certificate accounted for (20%)

by (12) individuals. The "Intermediate" certificate achieved a percentage of (10%), with a rate of (6) individuals; a "Bachelor's degree" certificate achieved a ratio of (10%), with a percentage of (6) individuals, and a "Master's" certification, which attained a portion of (5%), with a rate of one person (3), and the (PhD) certificate constituted a percentage of (5%) by one (3) individual. In contrast, the credentials (illiteracy and diploma) did not achieve any indication, indicating a middle-educated segment interested in visiting visitor cities and using the components of the tourist service.

4. It is clear from the results of the questionnaire that a percentage of (90%) (only 54) individuals are internal visitors, while the share of external visitors was (10%) (only (6) individuals).

5. It was revealed by marking the type of tourism field that a percentage (100%) of the targeted sample tended to visit collectively.

6. It is clear from the results of the questionnaire that (25%) of (15) individuals are visitors who use accommodation services in hotels and apartments in visitor cities, while catering achieved (10%) of (6) individuals, while religious services Such as prayer and ablution, the highest percentage was (60%) with (36) individuals, and entertainment achieved a rate of (5%), which indicates that religious services received the highest percentage of the targeted sample of visitors to the visiting cities.

Second: An analytical presentation of the results of the research sample's answers:

This presentation includes simple statistical analysis, using percentages for the questionnaire items and according to the tripartite Lickerd scale, as shown in the following table for the sample investigated:

Members of the total sample	Total percentage	The scale						Paragraphs
		Percentage	Disagree	Percentage	Neutral	Percentage	Agree	
60	100%	0%	0	8%	5	92%	55	Q1

60	100%	%0	0	%0	0	100%	60	Q2
60	100%	%0	0	%0	0	100%	60	Q3
60	100%	%0	0	8%	5	92%	55	Q4
60	100%	%0	0	25%	15	75%	45	Q5
60	100%	%0	0	%0	0	100%	60	Q6
60	100%	8%	5	25%	15%	67%	40	Q7
60	100%	%0	0	25%	15	75%	45	Q8
60	100%	50%	30	25%	15	25%	15	Q9
60	100%	%0	0	%0	0	100%	60	Q10

Below is an analytical presentation of the results of answering each question in the questionnaire, where each question is indicated in the form of the letter (S) with the specific question number and my agencies:

- Q1: It was found that the sample members tended to agree (92%) (55 individuals), neutral (8%) (5 individuals), and disagree (0%) with the first question of the questionnaire, which indicates that Most agree that there are complexes for religious services, such as mosques and ablution and washing complexes, ready to receive qualitative and quantitative visitors.
- Q2: It is clear that the sample members tend to agree with (100%) (60) individuals for the second question of the questionnaire, which indicates that the natural and artificial green spaces are spacious and equipped with the necessary means of entertainment.
- Q3: The response rate to the third question was utterly (100%), with (60) agreeing that parking lots are spacious and available to everyone.
- Q4: It was found that the sample members tended to agree with (92%) (55) individuals and neutral (8%) (5) individuals for the fourth question of the questionnaire, which indicates the presence of halls for conferences, meetings, and seminars qualified to hold various events—specific activities in visitor cities.
- Q5: The results show that the sample members tend to agree with (75%) (45) individuals and neutral (25%) (15) individuals in the fifth question, which

indicates that there is a discrepancy in the answers about the prices of services provided by Before the cities of visitors, by visitors.

- Q6: The distance between the center of Karbala and the location of the visitor cities is distinctively appropriate, and this is evident from the sample's complete answer to "Agreed" at a rate of (100%) by (60) individuals.
- Q7: There is a discrepancy in the answers to the seventh question, as it was found that a percentage of (67%) agree that restaurants and refreshment and food stores are available and ready for service, at a rate of (40) individuals, while (25%) are neutral, at a rate of (15) individuals, and a percentage of disagreeing. (8%) (5) Individuals who require more attention to food services.
- Q8: The results show that the sample members tend to agree with (75%) (45) Individuals and neutral (25%) (15) Individuals in the eighth question, which indicates that there are residence and shelter complexes with high specifications and receive large numbers)
- Q9: The disparity in the answers to this question and the tendency towards the lack of free Internet communications services in the cities of visitors is evident from the percentage (50%) that does not agree, and this is normal since the purpose of the visit was for prayer or entertainment and the mosques, chapels and green spaces that were used There is no free internet available, while (25%) agreed and were neutral, as it is expected that they use accommodation

services and restaurants where unrestricted internet is available).

Q10: (The results for the tenth question show that a percentage of (100%) (60) Individuals agree on their feeling of comfort and their willingness to repeat the visit whenever the opportunity arises.)

Conclusions

1. Visitor cities helped improve tourism in the holy city of Karbala in general and religious tourism in particular.
2. The service components provided by visitor cities are exemplary and distinct to a large extent.
3. The diversity of the tourism service components of the visitor cities and the comprehensiveness of those components helped make them the focus of the visitor's attention on every visit to Karbala.
4. Some specifications of tourism components, such as restaurants and amusement parks (games), are not at the level of progress and development of the rest of the other features, such as mosques, prayer halls, and health complexes, which are among the essential amenities and services.
5. The management of these components is characterized by creativity, excellence, and constant follow-up of all aspects of these cities.

Recommendations

1. Increasing green spaces and expanding parking lots helps increase the carrying capacity of cities, allowing the visitor to feel more comfortable.
2. Reducing the prices of some service components, such as accommodation and food.
3. Developing the amusement park (games), increasing its specifications, and choosing modern electronic games.
4. Providing free Internet service in all public and private service components of the cities concerned.
5. New entertainment components can be added to cities, such as a zoo, a children's theatre, halls for traditional industries, home shopping, and others, which will help attract large numbers of visitors and thus develop

other types of tourism, such as entertainment, and thus advance religious tourism.

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Appendices

Dear brothers, visitors to the cities of visitors in the holy city of Karbala
M/Questionnaire
Greetings.

May God accept your work.

The researchers intend to conduct a study entitled (The role of managing tourism service components in promoting religious tourism - a survey of a sample of visitors to visitor cities) Therefore, I ask you, Your Honor, to answer the paragraphs of the questionnaire to ensure the accuracy and validity of the results that researchers aim to support scientific research in our beloved Iraq, knowing that your respected answers are treated

with absolute confidentiality and for pure research purposes.

We offer you our sincere appreciation for your cooperation.

Note

- Tourism components: Tourism components in their various forms form the base of tourism activity for any country, city, or tourist site if they are exploited and invested effectively. The tourism component is one of the most essential elements of the tourism system, without which this system becomes vague.

- Tourism services: It is a group of businesses that provide facilities and various types of comfort for the tourist when he purchases and consumes goods and commodities, whether during his travel or his stay far from the original residence.

- Religious tourism: It is the intention to visit sacred and historical religious places, and the essential motivation for it is to travel to perform Hajj to specific sites in most religions. This type of tourism requires services of varied prices, moderate assistance services, and the services of large markets for shopping for tourists to buy souvenirs for their families. And their families during their religious visit.

First: General information

Feminine	Male	Sex
39-30	29-20	Age Group
59-50	49-40	
Primary	Illiteracy	Certificate
Preparator y School	Medium	
Bachelor's	Diploma	
Ph.D.	Master's	Tourist Type
External	Internal	
Family	Individual	Type Of Tourism
Food	Shelter/Ac commodati on	Services Used
Entertainm	Religious	

Second: Questionnaire questions

DISA GREE	NET URA L	AGR EE	QUESTION	N.
			Are religious services complexes, such as mosques and ablution and washing complexes, ready to receive qualitative and quantitative visitors?	.1
			Is the natural and artificial green space spacious and equipped with the necessary entertainment facilities?	.2
			Car parking is ample and available to everyone?	.3
			Are the conference, meeting and seminar halls qualified to hold various events and activities?	.4
			Prices are appropriate and commensurate with the quality of services provided?	.5
			Is the distance between the center of Karbala and the site of the city of visitors appropriate?	.6
			Are restaurants, beverage and food stores available and ready to serve?	.7
			Accommodation and accommodation complexes with high specifications and receiving large numbers?	.8
			Do visitor cities provide free Internet communications services?	.9
			Does the visitor feel comfortable and is ready to repeat the visit whenever the opportunity arises?	.10