

Towards a future national vision in support of the competitive tourism advantage in Iraq

¹Adil Issa Kadhim Wazni, ²Radhi hmood jasim, ³Nisreen Ghali Qasim

Abstract

The field Competitiveness is an important for scientific research, because it plays an important role in the economies of countries, as countries strive to increase their competitiveness by increasing the level of production of goods and services in terms of quality and price, and Iraq, like any other country that seeks to do this, but an observer of Iraqi economic activity It is noted that competition will not receive this attention by decision makers, especially at the level of tourism competitiveness, because Iraq is still outside the evaluation of indicators of tourism competitiveness. And its indicators, with the proposal of a competitive advantage model for tourism to increase the competitiveness of the tourist destination in Iraq, with a summary of strategies that can be used to enhance the reality of Iraqi tourism by forming a competitive team for tourism aimed at improving the competitiveness of tourism activities, and assisting decision-makers in making relevant decisions In this field, as well as proposing a national strategic plan for the development of tourism activities. In Iraq, it competitiveness maintains for strategies.

Keywords: *Competitive Indicators, Tourist Destination competitiveness Strategy.*

I. Introduction:

The countries to extend in the international market in light of the intense competition between, the traditional barriers to the flow of goods and services from customs taxes and quantity shares are disappearing, focusing on the technical barriers related to quality and environmental standards, which led to the emergence of new competitors with a high degree of skill and strength, from It is noticed in many cases and in all parts of the world that the traditional sources of competition, such as the comparative advantage represented by the available natural, religious and historical resources and gifts, are no longer enjoying the importance that previous estimates give them as a tool to develop a strong competitive tourism sector, but many advantage represented by the available natural countries have sought to develop models to improve Competitiveness ability of the tourist destination in it, and in a country like Iraq that has all the natural, religious and civilizational elements that qualify it to compete with many tourist countries, but it is still

¹ College of Tourism Sciences, University of Kerbala

² College of Tourism Sciences, University of Kerbala

³ Administrative Technical College, Baghdad

unable to enter the advantage represented by the available natural tourism competition market, therefore we see it necessary to plan to find a national strategy that supports the competitiveness of this vital and important sector. By proposing a model to improve competitiveness as a guiding model in line with the available tourism capabilities and capabilities, please A suggestion of a national strategy in support of tourism competitiveness necessary to plan to find a national strategy,

The importance of research: The importance of research lies in the extent of its contribution to participation in finding some effective solutions that can help decision makers in developing the competitive capacity of the tourism sector, which has the ingredients and capabilities that qualify it for that.

The research goal: The main objective of this research is how to use the available tourism resources to improve the competitiveness of the tourism sector by using an appropriate competitive advantage model and proposing national strategies capable of putting these resources and capabilities in creating competitive advantages that can be implemented into the global tourism market.

Research problem: The tourism sector in Iraq faces intense competition in the global tourism market, despite having many of the ingredients that qualify it to compete with many tourist countries, but it is still unable to enter the tourism competition market strongly. The question posed by the research problem, can Iraq use these resources to improve the competitiveness of tourist destinations that make it eligible and not take its position in the international tourist market?

Research hypothesis: The authorities responsible for the tourism sector in Iraq can achieve competitive advantages for the tourist destination that qualifies it to take an advanced position in the global tourism market if it is able to use a model and strategies for the tourism competitive advantage commensurate with the capabilities, capabilities and qualifications enjoyed by Iraq.

First: The conceptual framework of the competitiveness of the tourist destination:

The competitiveness of the organization most of the research focused on as a unit of analysis for a number of industries, but it certainly has restrictions in the application on the context of the competitiveness of the tourist destination, but the perception of the competitiveness of the tourist destination exceeded the level of the organization based on the idea that it is a group of tourist attractions and infrastructure Equipment, services, and organization that jointly determine what the destination offers to its visitors. It was also believed that the comparative advantages (low labor costs and attractive exchange rates) are the only factor contributing to the success of the tourism market, until reality is confirmed by Purdas (1994), that competitive advantages are the key to ensuring the success of tourist destinations in the long run, and he argued that the efforts of governments should To focus on the strategic planning of tourism business in the country, which is directed to the development of the public and private sector as well as the involvement of all complementing parties, and to create a competitive environment for this type of business that should be the basis of tourism policy, with the development of competitive plans for groups and their integration at higher levels of the region or The destination or country in order to create and improve competitiveness ⁽¹⁾.

(D’Hauteserre) says that the competitiveness of a particular tourist destination is only “the ability of that destination to maintain its position in the market and improve its share over time” (2).

As for (World Economic Forum, W) I defined it as "a group of institutions, policies and factors that determine the level of country productivity" (3), as Dwyer, Forsyth & Rao defined it "" as a general concept that includes price differences coupled with exchange rate movements and levels of productivity for various components The tourism industry and the qualitative factors that affect the destination's attractiveness or otherwise (4), (Hasan) believes that the competitiveness of the tourist destination is only a sign of its sustainability and respond to the concern of environmental degradation (5), while (Poon) indicates that tourist destinations must They follow environmental principles if they want to compete (6). As for (Crouch and Ritchie), they believe that for there to be competitiveness, destination development must be sustainable, not only economically and ecologically but also socially, culturally and politically, as they argue that the ability Destination competitiveness involves a combination of assets and processes in which assets (natural resources) or enterprises (infrastructure) are inherited and processes that convert assets into economic gains (such as manufacturing) (7).

As for the Organization for Economic Cooperation and Development (OCED), tourism competitiveness has been defined as the ability of the tourist destination to improve its attractiveness to residents and non-residents to provide attractive, high-quality and innovative tourism services to consumers to obtain local and global market shares, while ensuring that the resources available to support tourism are used efficiently and in a sustainable manner (8).

From the above definitions, we infer that a country’s enjoyment of a competitive tourism capability will only be achieved when it is able to produce its tourism services at a lower cost than the capabilities available in other countries, and higher quality, and the state will not obtain This distinction is only through its relative abundance in the special gifts of the tourist destination (natural, historical and cultural resources), various production techniques, customer satisfaction, and other factors.

Second: determinants of the competitiveness of the tourist destination:

There is as yet no fully satisfactory study dealing with the diagnosis of determinants of the competitiveness of a tourist destination. Most of the theoretical models that have been developed include different and different factors.

As the views of some writers who dealt with the determinants of the competitiveness of the tourist destination differed, according to Ray (Crouch & Ritchie), there are a set of variables that limit the competitiveness of the tourist destination in the form of (basic resources and attractions, destination management and supporting factors, tourism policy, planning and development) (9), As for

(Go & Govers) suggested a set of determinants, the most important of which are (tourism facilities, accessibility, quality of service, ability to bear the total costs, site image, attraction, environment and climate) (10), while (Hasan) suggests four determinants of the competitiveness of the destination: Relative advantage (all factors associated with both the macro and micro environment that are important to the competitiveness of the market), b - the direction of demand, the destination of the destination to respond to the changing nature of the market (demand), c - the structure of the industry (the presence or absence of an organized industry linked to tourism), D- Environmental

commitment (commitment of the tourist destination to environmental standards) ⁽¹¹⁾, while (Dwyer & Kim) proposed inherited and developed resources, destination management, demand conditions, and the competitiveness of the destination, as well as socio-economic prosperity as determinants of competitive advantage ⁽¹²⁾, while he indicated (Gooroochurn & Sugiyarto) into a set of determinants (prices, economic openness, technological developments, infrastructure, human development in tourism, social development, environment and human resources) ⁽¹³⁾, while (Mazanec et al.) Proposed, four determinants are (heritage and culture) , Communication facilities No, social competitiveness, and education) ⁽¹⁴⁾, according to Ray (Gomezelj & Mihalic), there are a set of limitations that limit the competitiveness of the tourist destination, the most important of which are (inherited and developed resources, supporting factors, destination management, circumstantial conditions, and demand conditions) ⁽¹⁵⁾, either Assaf & Josiasse review of competitiveness determinants relied on tourism-related infrastructure, economic conditions, security, safety, health, and competitiveness of tourism prices Government policies, environmental sustainability, work skills and training) ⁽¹⁶⁾, while (Croes & Kubickova) were based on five determinants (tourist arrivals, tourism receipts, gross domestic product, population, performance) as they assumed that quality of life is the primary goal of tourism development and that performance It is mainly related to competitiveness, which makes the competitive destination more attractive, thus increasing the demand for tourism and its spending, hence increasing income (gross domestic product) and increasing economic growth, which positively affects the welfare of the local population ⁽¹⁷⁾.

Therefore, understanding the determinants of competitive advantages in tourism is essential for both developed and developing economies alike, as it will allow them to obtain a more comprehensive view of the sources and determinants of tourism offerings, enabling policy makers to design better strategies to enhance those activities that show these potentials and improve performance.

As for from an administrative point of view, this will allow to monitor tourism progress over time, determine the emerging risks for companies operating in the sector and track the relative performance against the actual and potential major competitors ⁽¹⁸⁾.

Third: Travel and Tourism Competitiveness Indicators:

Michael Porter, in his book *The Competitive Advantage of Countries*, has expressed the international competitive position of the state that it depends on its ability to create an abundance of new and advanced production factors such as skilled and high-tech employment, a solid information base, state support, and community culture, especially the development and improvement of the competitive advantage that a sector has and that these factors Combined with the characteristics of the internal factors available in the sector, they form the backbone of the competitiveness of any sector ⁽¹⁹⁾. Based on this view, the competitiveness of tourism attractions is the backbone of the competitiveness of the tourism sector.

And the tourism sector in Iraq is an emerging sector that possesses many internal factors such as religious shrines and archaeological, natural and medicinal sites and other types, and these factors constitute a comparative advantage that needs to be developed and improved to form a competitive advantage by adding other factors such as

skilled technical labor and high technology, especially high-quality services Because it forms the link between tourists and tourism.

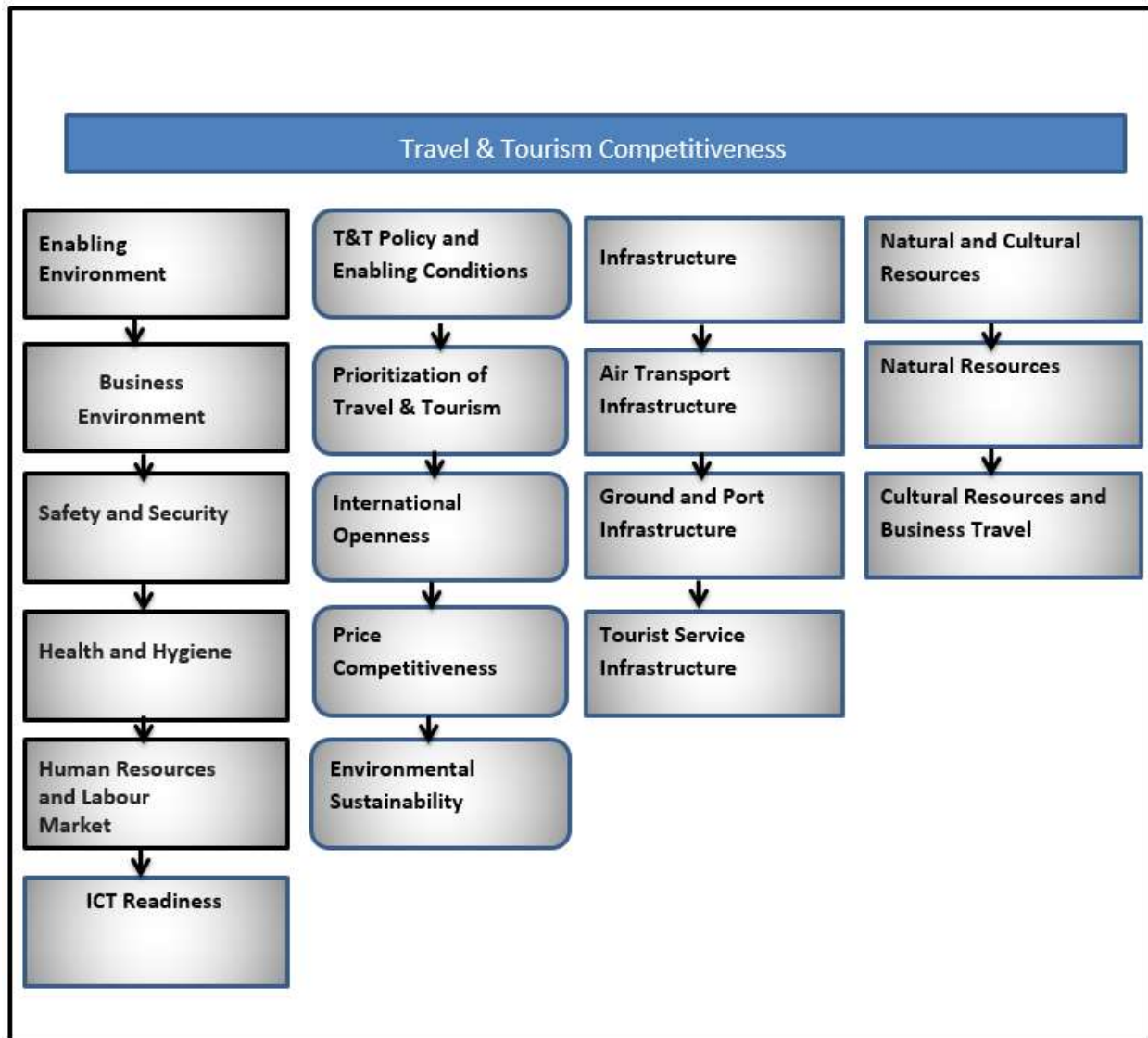
In the Competitiveness Report on Travel and Tourism issued by the World Economic Forum, and since its issuance of the first report at the end of the eighties of the last century to the last report issued in 2019, Iraq did not rank in its reports that measure its indicators a group of 140 economies, and this report depends on analyzing the competitiveness of the tourism sector on fourteen An indication includes Most of the factors that affect the competitiveness of the tourism sector. The report classifies participating countries based on a standard called the Travel and Tourism Competitiveness Standard. Each country places points from 1 to 6 in each branch of the standard that expresses the sector's effectiveness. The standard contains three main branches that contain a set of indicators. The first branch is called the legal and organizational structure. It includes five factors and the second branch is called the Infrastructure and Business Environment Index, while the third branch is called the Human, Cultural and Natural Resources Index in the sector and includes four factors, which will be referred to later, and the report adopted in its analysis of the competitiveness of the travel and tourism sector on two types of data:

1- Quantitative data, which is coded data on the sector:

2- Qualitative data, which are data obtained through surveys conducted by the forum.

The following is an explanation of the most important index of the competitiveness of travel and tourism that is shown in Plan (1):

Chart (1) the competitiveness index for travel and tourism



Source: World Economic Forum, Travel and Tourism Competitiveness Report 2019, Geneva, 2019,p ix.

The first sub-indicator: the enabling environment: This indicator represents the general conditions necessary for employment in the country and includes the following pillars: - Safety and security, - Hygiene and health, - Human resources and the labor market, - Information and communication technology readiness.

The second sub-index: travel and tourism policy and conditions of empowerment, this indicator includes the following pillars: - Determination of travel and tourism priorities, - International openness, - Competitive price, - Environmental sustainability.

The third sub-indicator: Infrastructure: - Air transport infrastructure, - Ground infrastructure and ports, - Tourism services infrastructure.

The fourth sub-indicator: natural and cultural resources - this indicator includes the following pillars - natural resources, - cultural resources.

Fourth: Competitiveness and tourism performance in Iraq:

1- Tourist attractions in Iraq:

Iraq is one of the countries that possess the elements of tourism attraction, as it has inherited resources represented by nature, climate, water bodies, plants, history, civilization and religious shrines, as the number of archaeological sites has reached more than (12) thousand sites scattered throughout Iraq that includes traces dating back to different times of the history of Iraq ⁽²⁰⁾ There are seven sites registered in UNESCO records within the World Heritage Sites * ⁽²¹⁾, Table (2) shows the most famous of those registered sites and the dates of their registration and descriptions and arranged according to the dates of their inclusion, and there are 12 sites in the preliminary list awaiting their registration in the UNESCO records in the World Heritage List, which is The city of Nimrud is located in the province of Nineveh, the old city of Nineveh is located in the province of Nineveh, the fort of Al-Akhdar is located in the governorate of Karbala, Wasit is located in the province of Wasit, the tomb of Ezekiel (Dhu al-Kifl) is located in the province of Babel, the tomb of Wadi al-Salam in Najaf al-Ashraf, the city of Amadiyah is located In the province of Dohuk, the archaeological and historical areas located on the banks of the Tigris River from the Rusafa side (Baghdad) extend from Al-Mustansiriya School to the Abbasid Palace, the old Bustan Sur settlement is located in the Sulaymaniyah governorate, the city of Nippur is located in Al-Qadisiyah Governorate, the old city of Mosul is located in the Nineveh Governorate, the Lalish Temple is located in the Nineveh Governorate ⁽²²⁾, as well as (76) archaeological sites open to receive tourists spread throughout Iraq ⁽²³⁾ and dozens of religious sites and different religions, as well as dozens of natural tourism sites And therapeutic spread throughout Iraq ⁽²⁴⁾, according to these historical, cultural, natural, religious and popular elements, Iraq can occupy a position within the countries that enjoy competitive advantages.

Table (2) World Heritage Sites in Iraq

No.	Name the site	Location	Type Site	Registration Date	Site Description
1	Alhadher kingdom	Nineveh Governorate	cultural	1985	It is a fortified city with a fortified wall with towers, which was subject to the influence of the Parthian Empire, capital of the First Kingdom of Saudi Arabia
2	Asure city (Eastern Castle)	Salah aldeen Governorate	cultural	2003	The city was founded in the third millennium (BC) between the fourteenth and nineteenth centuries (BC), as it was the first capital of the Assyrian Empire
3	Samara city	Salah aldeen Governorate	cultural	2007	Al-Mu'tasim Al-Abbasi built it in (221 AH - 835 AD) to be the capital of the Abbasid state after Baghdad. One of its most famous landmarks is the Great Mosque and the

					lighthouse of its famous minaret, the Mallawi, which is one of the monuments of the city.
4	Arbil castle	Erbil Governorate	cultural	2014	The castle is located in the center of the city of Erbil and dates back to the period of the Assyrians and was built for defensive purposes
5	The marshes	It is located in the south of Iraq Governorates (Basra, Amara Muthanna Dhi Qar)	Natural And cultural	2018	It is a group of bodies of water that cover low lands, and the marshes are among the international natural reserves as well as the presence of ancient cities near them (Ur, Aredo, Warka)
6	Babylon	Babil Governorate	cultural	2019	The ancient city of Babylon, the center of the Babylonian Empire (626, 539 BC). These monuments represent the inner and outer walls of the city, palaces, temples, and gates. These monuments are a unique testament to one of the most influential empires in the ancient world
7	Provide the service and hospitality at Fortieth visit	The holy province of Karbala	cultural	2019	This service is one of the old social practices, practiced in the central and southern regions of Iraq, as it provides various free services needed by millions of visitors arriving on foot to the city of Karbala from various countries of the world to visit the shrine of Imam Hussain bin Ali bin Abi Talib.

2 Iraq's position in the reports of tourism competitiveness:

Although Iraq possesses thousands of archaeological and cultural sites and many religious shrines for various religions as well as its natural environment and a temperate climate, its tourism sector still cannot compete with the least privileged countries in attracting tourists due to the major neglect in the infrastructure and support and support operations of the tourism sector, and for the sake of The advancement of the tourism reality in Iraq We have proposed an evolutionary model for the competitive advantage of the tourist destination, Model (1) is proposed to develop the competitive role of the tourist destination in Iraq, the model combines the comparative advantage and the competitive advantage as the relative advantage relates to the inherited or gifted resources represented by nature, climate, water bodies, plants, animals, etc. This is in relation to the competitive advantage with the elements that have

been established, such as infrastructure and metadata for tourism (hotels, transportation networks, tourist attractions, shelters, etc.), events, festivals, management quality, employee skills, and government policy, as the competitive advantage involves the destination's ability to effectively use resources, while it involves The comparative advantage over available resources for the destination ⁽²⁵⁾ is also combined The model between the competitive elements of the environment and the overall environment as suggested in most of the literature and the main elements of the competitive advantage of the destination as suggested by the various researchers in the field of tourism, as the proposed model contains many variables and addresses of categories identified by (Ritchie & Crouch) ⁽²⁶⁾, (Dwyer) & Kim) within their overall models of competitiveness of tourist destinations ⁽²⁷⁾, but they differ in some important respects.

The model confirms that the competitiveness of the tourist destination is the result of many different factors, including:

2-1- The Destination Management Square, to manage the destination, is of great importance in increasing the attractiveness of those resources created and inherited, as it enhances the effectiveness and quality of the supporting resources as well as providing appropriate adaptation to the prevailing circumstantial conditions, which include all activities for destination management organizations, destination marketing, policies followed In planning and development, and managing financial, investment and human capital, as well as visitor management and crisis management.

2-2 circumstantial conditions: it is represented in the group of total factors that can influence or limit the possibilities of the competitive advantage of the tourist destination.

2-3 The requirement of tourism demand as an important determinant of the competitiveness of the tourist destination depends on reconciling the tourist preferences with the intended product offerings, as the tourist destination product develops in a manner consistent with the preferences and desires of the consumer of the renewable tourism service, if the destination aims to enhance the competitive advantage or even preserve it. Three main factors fall into this title:

2-3-1 Realization: This occurs through the projected image of the perceptions and perceptions of tourists coming to the tourist destination, and the extent of the possibility of returning again to that destination.

2-3-2 Preferences: The fate of the actual visit to the tourist destination is determined by matching the tourist preferences of the tourists with the supply of products offered by the tourist destinations.

2-3-3 Tourist Awareness: Tourist awareness arises as a result of a set of factors that can stimulate the desire for tourist demand. Awareness can be generated by various means including destination tourism activities.

2-4 Basic tourism resources: represents the set of factors that determine the different features of the tourist destination, and the amount of its possibilities for attractions for potential visitors, as it mainly contributes to a successful tourism industry, as the synergy of this mix of factors forms a solid base for a competitive tourism destination. High, the main resources are as follows: -

2-4-1- The constructed resources: These are the resources that people have created such as the infrastructure directed to tourism, various tourism activities, shopping and entertainment opportunities, and tourist demonstrations.

2-4-2- Inherited resources: In the proposed model, natural resources (mountains, lakes, beaches, rivers, climate, etc.) are represented while heritage, cultural or religious resources (monuments, handicrafts, language, customs, religious beliefs and legacies, shrines) Holy shrines, temples, etc.),

2-4-3- Supporting Resources (Enabling Factors): General infrastructure projects include, and the form presented here includes support resources (or enabling factors) represented in the quality of service, accessibility to destination, hospitality, and market links, while core resources The attractiveness of a destination is the main driver of domestic tourism. Supporting factors and resources exert more influence by providing the foundation upon which a successful tourism industry can be based.

The mere presence of these resources is not sufficient to generate the opportunity to visit a destination in the absence of the tourism infrastructure (accommodation, transportation and its components, restaurants), organized activities, entertainment, shopping and so on, which enables or facilitates the visit. These features represent the "value added" by destination organizations for the overall tourism product.

The external (overall global) environment and the objective conditions represented by factors (economic, social, cultural, demographic, environmental, political, legal, organizational, and technological) also affect the competitive advantage of the tourist destination, as well as its impact on the way in which other companies and institutions conduct their business In the tourist destination, opportunities provide threats to their operations. All of these factors need specialized agencies to develop appropriate strategic plans aimed at achieving and enhancing competitiveness and customer satisfaction.

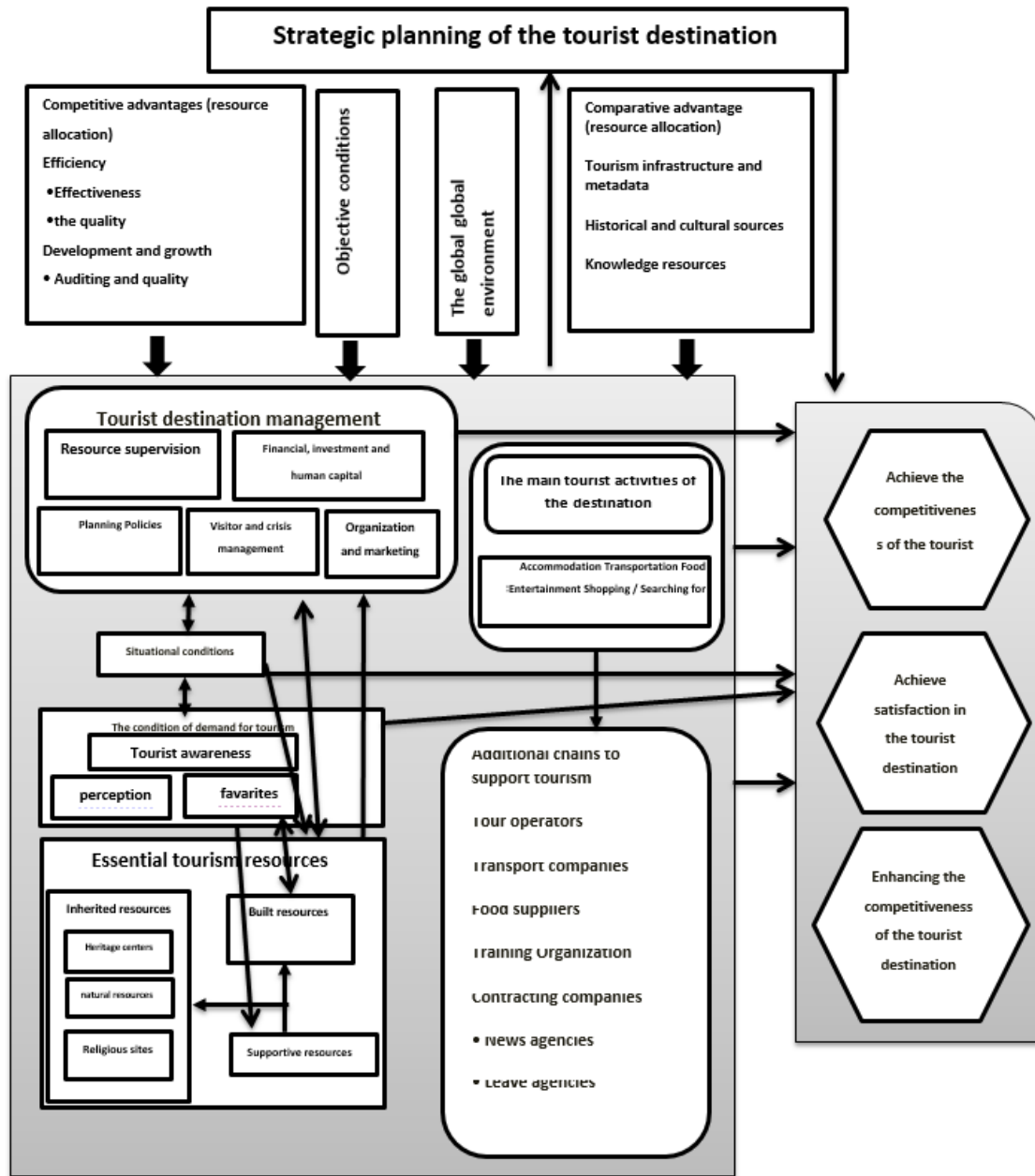


Figure 1: A Model for increasing the competitiveness of a tourist destination

Fifth: The supportive national strategy to improve the competitiveness of the tourist destination:

The tourism competitive strategy aims to develop comprehensive medium and long-term plans related to achieving compatibility and harmony between the competitive environment and higher administrative capabilities

to achieve the goals set, therefore it seeks to create competitive capabilities for the tourism institution within the competitive market, which can be achieved through focusing on a productive business sector, And in order to improve the reality of tourism activity in Iraq and enhance the competitiveness of the tourist destination, we see it is necessary to develop a national strategy that is consistent with the economic importance of tourism activity in Iraq, the strategy includes four axes, the first is marketing and promotion, and the second is the development and improvement of the tourist destination, the third is the development The labor market, and the fourth axis focuses on the supportive environment for tourism, up to the primary goal of increasing the contribution to GDP by improving the competitiveness of the tourism destination.

Here are the details of the strategy:

The first axis: the effectiveness of marketing and promotion of tourism activity in Iraq as a local and international tourist destination: the strategic goal of this axis is to increase the number of tourists with high returns from the most important current and emerging markets and the development of the internal tourism market.

The strategy defines the main activities to reach this axis through:

1- Ensuring reliable marketing research to put and make decisions on the right track

2- Enhancing both international and domestic marketing ability and ensuring an adequate marketing budget in a timely manner for the Tourism Promotion Authority, the position of Iraq as a brand in the world of tourism (especially religious tourism) to become a distinct and global tourist destination in major markets, marketing initiatives and the ability of external marketing to increase the number of tourists and the duration Residence and spending rate, in addition to organizing marketing campaigns to boost revenues, especially in the main tourist areas, reduce the proportion of seasonal tourism and target tourism throughout the year, and work to build the capabilities and skills of marketing professionals to increase the ability to reduce desired results.

The second axis: deals with developing the tourist destination, and setting the strategic goal by providing a distinct and rich experience for tourists through products and services of competitive levels.

The axis identified the priorities of developing the tourist destination with four points, the first of which is to facilitate the process of access and the means of transport, through increasing the capabilities of using international air transport, improving border crossing systems, developing the efficiency of land transport, and providing road signs to be placed in the appropriate places.

The second priority is to enrich the tourist experience by raising the level and quality of local handicrafts, improving the basic services provided in visitor centers, guides and tourist guides.

The third is to develop sites, landmarks and activities through the involvement of the private sector in managing, operating and providing tourism services and the way to display and interpret the main sites in tourist sites, raise the level of tourist experiences in major tourist areas, revolutionize and promote museums, and develop and enrich tourism activities and activities.

The fourth is accommodation and food and drink services through the application of quality standards in accommodation and restaurants, carrying out activities and arranging events characterized by different types and methods of cooking, preparing environmental camps, and encouraging the development of affordable accommodation facilities in strategic locations.

The third axis covered: developing the labor market, setting the strategic goal of developing a highly skilled, qualified, trained and competitive workforce internationally capable of competing internationally, by setting a clear strategy for developing the forces. Humanity in the tourism sector, promoting the position of tourism as an attractive sector for manpower and a preferred career option, improving the provision of educational and qualification services on a global level, increasing the active participation of women to support the workforce in the sector, identifying and disseminating best practices in managing human resources across the sector, and providing training initiatives programs Qualifying highly professional and certified practices for trainees in the sector, as well as providing best practices for the development and restructuring of the sector.

Figure (2) supportive national strategy to improve the competitiveness of the tourist destination



Source: Figure prepared by researchers

As for the fourth axis, I was interested in the subject of "supportive environment", as it is through this strategy to improve competitive advantages through strengthening business and regulatory, operational, environmental and institutional controls as well as trade controls.

The main activities to achieve this goal were defined by the following: _

1- Enhancing the legal, legislative and political environment to support the competitiveness of the tourism sector.

2- Development of business support and performance comparison activities to raise competitiveness.

3- Spreading environmentally friendly practices within the business sector.

4- Ensuring that the safety and security practices of the tourism sector are locally compatible or exceed the internationally required specifications.

5- The synthesis and awareness of tourism culture within the social fabric.

6- Benefiting from the indicators of the tourism and travel sector competition report issued by the World Economic Forum to compare the sector's performance at the global level.

II. Conclusions and recommendations:

Conclusions:

The research reached a set of conclusions, the most important of which are:

1- There is no clear and simple perception among many writers and researchers on the concept of competitive tourist destination.

2 - Competitiveness will not be achieved only when the state is able to produce its tourism services at a lower cost than the available capabilities in other countries, and higher quality, and this distinction will only happen through its relative abundance in the special gifts of the tourist destination, different production techniques, and gain Customer satisfaction.

3- Since the first report issued by the World Economic Forum on the competitiveness of tourism and travel in 2007 to the last report in 2019, Iraq did not participate in these reports, despite its relative abundance in private donations to the tourist destination (natural, historical and cultural resources).

4- Understanding the determinants of competitiveness in tourism is of fundamental importance for both developed and developing economies alike, because it will give them access to a more comprehensive view of the sources and determinants of tourism capacity, enabling policy makers to design better strategies to enhance those activities that show these capabilities and improve performance.

5- The inability of the Iraqi tourism sector to achieve a competitive ability resulting from the gross neglect in the infrastructure and support and support operations of the tourism sector, with the lack of seriousness of the officials in the tourism sector to improve the competitiveness of the tourist destination despite Iraq possessing the inherited ingredients.

6- There is no competitive strategy in Iraq that aims to develop comprehensive plans that achieve compatibility and harmony between the competitive environment and higher management capabilities, as it is unable to create competitive capabilities for the tourism establishment within the competitive market.

Recommendations:

1- If Iraq wants to have a competitive tourism ability, it must provide tourism services at a cost less than the capabilities available in other countries, and higher quality, this can be achieved through its relative abundance in the special gifts of the tourist destination, but it needs to Various production techniques, supporting and supporting operations for the tourism sector, and improving infrastructure.

-2 In order for Iraq to improve its position in the international competitive market, it must develop its capabilities in creating an abundance of new and advanced production factors such as skilled and high technical employment, a solid information base, state support, and community culture, as well as developing and improving the competitiveness of tourism destinations, that these factors combined with the characteristics of factors The available interior in the tourism sector forms the backbone of the competitiveness of tourist destinations.

3- The necessity of developing an evolutionary model for the competitive advantage of the tourist destination, which contributes to developing the competitive ability of the tourist destination in Iraq. This model combines the comparative advantage and the competitive advantage and achieves compatibility and harmony between the competitive environment and higher administrative capabilities.

4- In order to improve the reality of tourism activity in Iraq and enhance the competitiveness of the tourist destination, we see it necessary to follow a national strategy that is consistent with the economic importance of tourism activity in Iraq.

References:

- 1- Henry Tsai, Haiyan Song and Kevin K. Wong, (2009), Competitive Research in Tourism and hotels, Journal of Travel and Tourism Marketing, 26: 522-564.
- 2 - d'Hautserre A.-M, "Lessons in managed destination competitiveness: the case of fox woods casino resort, "Tourism Management, VoI.21 No. 1, (2000), pp. 23-32.
- 3 - World Economic Forum, W, (2003). "The Global Competitiveness Report 2002-2003", Oxford Univwesity press.
- 4- Dwyer, L, Forsyth, P. and Rao, P.(2000). The price competitiveness of travel and tourism: A comparison of 19 destinations. Tourism Management 21,9-22.
- 5 - Hassan, SS. (2000). The determinants of market competitiveness in the environmentally sustainable tourism industry, Journal of Travel Research,(2000), 38(3) (February), , p239-245.

- 6 -Wei-Chiang Hong, (2008), *Competitiveness in the Tourism Sector A Comprehensive Approach from Economic and Management Points Physica-Verlag A Springer Company*, p43.
- 7 - Crouch, G. & Ritchie, B. (2000), *Tourism, competitiveness and societal prosperity. Journal of Business Research*, 44, 137-152.
- 8- Duperas, a. A. & N. (2013). *McCallum, Indicators for Measuring Competitiveness in tourism: A Guidance document, OECD Tourism, Papers, paris, /02, p14.*
- 9 - Crouch, G. & Ritchie, B., (1999). *Tourism competitiveness and societal prosperity Journal of Business Research*, 44,137,152.
- 10 - Go Fm & Govers R, (2000). *Integrated quality management for tourist destinations: European perspective on achieving competitiveness, Tourism Management,*.
- 11 -Hasan SS, (2000). *Determinants of market competitiveness in an environmentally sustainable tourism industry. Journal of Travel Research*, p240.
- 12 -Dwyer, L. & Kim, C, (2003). *Destination competitiveness: Determinants and Indicators: Current Issues in Tourism*, 6:5,369-414.
- 13 - Gooroochurn N & Sugiyarto G, (2005). *Competitiveness indicators in the travel and Tourism industry.Tourism Economics*11 (1), 25-43.
- 14 -Mazanec J,Wöber K & Zins A, (2007). *Tourism destination competitiveness: from definition to explanation. Journal of Travel Research*, 46(1), 86-95.
- 15- Gomezelj Do and mihalic T, (2008). *Destination competitiveness- Applying different models, the case of Slovenia. Tourism Mangement*, 29,294-307.
- 16- Assaf, A.G. and Josiassen, A, (2011). *"Identifying and ranking the determinants of tourism performance: a globale investigation"*, *Journal of Travel Research*, Vol.51 No 4, pp.388-399.
- 17 - Crose R. & Kubickova M, (2013).*"From potential to ability to compete: Towards a performance-based tourism competitiveness index. Journal of Destination Marketing and Management*, 2(3): pp. 146-154.
- 18- B. Algheri, A, Aquino, (2018). *International competitive advantages in tourism: a selective view*, Volume 25, January, P41.
- 19 - Porter, M. (1990). *The Competitive Advantage of Nation. Harvard Business Review*, March-April, pp.73-93.
- 20- *World Economic Forum, Travel and Tourism Competitiveness Report 2019, Geneva, 2019*, p ix.
- 21- *Mazen Younis Razuki, Chairman of the Antiquities Committee, Baghdad Provincial Council, Sumer News website: <https://sumer.news/ar/news/18775/>*

*World Heritage sites are landmarks nominated by the World Heritage Committee at UNESCO to be included in the program of World Heritage Sites managed by UNESCO, these landmarks may be natural, such as forests, mountain ranges and water bodies, cultural or man-made, such as buildings and cities, and sometimes the site selected matches the list of standards Cultural and natural together.

22- World Heritage Convention, UNESCO World Heritage Center,

<http://whc.unesco.org/en/convention/>

23- Archeological Map of Iraq, World Digital Library: [https://www.wdl.org/ar/item/212./](https://www.wdl.org/ar/item/212/)

24- Tourism in Iraq, Wikipedia, <https://ar.wikipedia.org/wiki/>.

25 - Pearce, d. G. (1997)" Competitive destination images. Analysis of association meeting planners' perceptions. *Tourism Management*, 17(3), pp, 175-182.

26- J.R. Brent Ritchie & Geoffrey I. Crouch, (2003)."The Competitive Destination: A Sustainable Tourism perspective", published by CABI, p145.

27- Larry Dwyer & Chulwon, (2003)."Destination Competitiveness: Determinants and Indicators", *Journal of current Issues in Tourism*, Vol. 6 No.5, p.378.