

The importance of digital transformation technology formulas in developing the performance of the hotel sector in Iraq

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Extracted

This research seeks to study the impact of digital transformation technology in the development of the hotel sector in Iraq, and this impact appears clearly by changing , developing and developing ways of providing services to tourists, to increase the ability to improve productivity and competitiveness and reduce costs and quality of services in order to raise and support the performance of the tourism and hotel sector in Iraq by providing a high level of services provided to tourists, One of the most important conclusions reached by the researcher is that digital technology helps increase the ability to meet demand in the peak season, and the most important recommendations that tourist hotels should rely on all forms of digital technological transformation to increase competitiveness

Keywords: Digital transformation technology – development of the hotel sector.

Abstract

Research Methodology

First - the problem of the study: The spread of digital transformation in the hotel sector in Iraq requires a change to develop the performance and provision of services, as it requires the application of digital technology as an actual basis for the performance of the tourism sector.

Second - the importance of the study: The importance of the study lies in the following:

- 1- The study directs the importance of digital transformation and its impact on the development of the performance of the hotel sector in the field of providing tourism services.
- 2- Digital transformation is no longer a qualitative option for tourism work, but has become an urgent necessity and an optimal option.
- 3- - Demonstrate the impact of digital transformation technology in developing the performance of the tourism and hotel sector.
- 4- **III. Objective of the study: The study aims to-**
 - 1- Introducing the concept of digital transformation technology in the hotel sector.
 - 2- Demonstrating the impact of digital transformation technology in developing the performance of the hotel sector.
 - 3- Provide recommendations that can help the tourism sector in keeping pace with technical and technological transformations in order to develop the performance of providing tourism services.



Fourth - hypotheses of the study: The study focuses on the following main hypotheses -

- 1- There is a statistically significant correlation between digital transformation technology and the development of the performance of the hotel sector in Iraq.
- 2- There is no statistically significant correlation between digital transformation technology and the development of the performance of the hotel sector in Iraq .

The first topic : - Digital transformation (concept, importance, formulas)

The concept of digital transformation

Digital transformation can be defined as the process in which data or information is transferred from one place to another in the form of electronic charges, and electrical charges are characterized by not being affected by time, place or long distances, and they also exceed obstacles and jamming, and they are also not subject to interference between waves of different sources, and electronic charges can be carriers of written texts, images and drawings, as well as audio clips and videos, and these data merge easily to be able to move between different devices, and they are characterized by With complete security and confidentiality, analogue signals can be converted to digital signals and vice versa (Zahia, 2021: 344).

Second: The importance of digital transformation

No one disagrees on the importance of technology in our lives and that it includes various fields and uses, and digital technology or communication technology is one of the areas that have witnessed a great boom nowadays Digital technology has become the basic technology that travel and tourism companies rely on to transfer information to travelers and benefit from it. Despite the remarkable development that some countries are currently witnessing in the field of using digital technology in the process of providing travel and tourism services, most travel and tourism companies still face challenges in applying this technology. This importance is highlighted by the following. (Sakina et al., 2022 :14):-

- Digital transformation has changed the face of the world, as well as the ways people communicate and communicate
- The media have been updated to become many of them digitally, and this does not affect the importance of traditional means, of course, but they complement them in a modern way
- Helps to send and receive an unlimited number of data in very record time
- Led to a significant acceleration in the growth of digital networks and made them smarter and more useful
- Continuous increase in digital capacity, allowing for further growth and development
- Digital services are more user-friendly and closer to the user, and they are also constantly evolving
- Not expensive at all, if we compare the services you provide with the price, we will find that the price is very simple
- Digital information is always under the direct control of software software, which ensures its quality and efficiency
- Digital communications are secure and characterized by great confidentiality in the transfer and exchange of information, which makes them widely used in many sensitive areas, such as military, security and commercial purposes or in banks, government departments and other places that need confidentiality. (Shubar, 2012: 11-17)



Third: Digital Transformation Formulas

There are some important technological formulas that are used in travel and tourism companies, which can be summarized as follows: (Mashhour, Youssef, 2021: 239)

A- Internet: After the spread of the Internet and the increasing number of its users around the world, the various tourism organizations have shifted towards this new medium, which is considered more fast, easy, accurate and diverse in delivering tourism service to tourists through communication and marketing services on the Internet..

B- Websites: Website services have compensated for many tasks that require visiting tourism offices to obtain traditional tourist brochures, with a browsing process that does not require much time and effort. The web can also give us information about weather, accommodation, historical information, entertainment centers, transportation, maps, airlines, flight schedules, hotels, car rentals, and more.

C- E-mail: It is one of the most important communicative Internet services, as it transfers messages easily, quickly and without financial cost, and was able to eliminate distances and barriers, and allows communication by voice and image from tourist sites.

D- Blogs: They are interventions that enable the tourist to record his opinions on the quality of the service provided, which serves as a watchdog on the services provided to him.

C - Social networks: It is the use of Internet applications to communicate and communicate with others that allow its users to create and express identification pages and communicate with people and circulate their experiences audio and image, it provides the tourist with the opportunity to learn more about the areas and tourist services through the pages owned by tourism companies, aviation, hotels and tourist villages.

H- Mobile phone service programs: Smart mobile phone software has become the most important source of information about the tourist service quickly and in real time to help the tourist to obtain the trip plan or the place of availability of a specific service or book a trip and other tourism decisions. (Abdulhassan,2021: 11)

The second topic / development of the hotel sector (the concept of tourism development, requirements)

The subject of tourism development in many countries of the world is one of the contemporary topics as it aims to contribute to increasing the national income of the country and thus increasing the income of individuals, as well as the comprehensive cultural development of all natural, human and material components, hence tourism development is a means of economic development (Yousry, 1995: 33).

Tourism development is gaining increasing importance due to its important and prominent role in the growth of the economies of most countries of the world as it secures additional financial resources for the population and works to improve the balance of payments and stimulate the movement of production and investment, as well as it works to solve many economic problems facing countries, including the problem of unemployment, which tourism development is working to reduce the rate of exacerbation, with its superior ability to generate new job opportunities. Tourism development has a range of economic, social, cultural, environmental, urban and political development impacts on the tourist destination (Zeitoun, 2002: 25).

First: The concept of tourism development:



Tourism development in general is an integral part of the national development of any country, and must be based on a national plan that includes all sectors, and includes planning for all tourist facilities under the principle of maximizing returns, and therefore tourism development in countries with tourism potential seeks to invest the natural and human potential collectively or individually to cover the existing internal and external tourism demand (Hassanein, 2006: 23).

Second: Tourism Development Requirements:

A- Administrative requirements: It focuses on the development of administrative and organizational aspects in order to make administrative organizations able to carry out their administrative duty and tasks, and the axis of administrative development is primarily the human being through the acquisition of the necessary knowledge and sciences for that and building his capabilities, and at the same time working to provide his basic needs. The Executioner, 2000: 37)

B- Regulatory requirements: It is related to the factors of coordination, organization and management, and is carried out through the authorities responsible for tourism activity by setting laws and regulations related to tourism activity, with the definition of competencies and responsibilities between the various concerned agencies.

C- General requirements: It includes the facilities and services provided by the state and contained in the general plan before the issuance of legislation and regulations that facilitate the process of establishing tourism projects and providing facilities that help develop tourism movement, and it is preferable that services be provided through partnership projects between the public and private sectors, because they are the best in terms of management and efficiency.

D- Human resources requirements: Human resources are one of the most important types of resources as the best types of valuable resources, as they are the key to the progress of nations and peoples and are largely credited with most of the successes achieved in the field of tourism growth (Jouda, 2016: 67).

The human capital represents a real wealth to rely on in tourism development and represents qualified and efficient human resources the real wealth of the country as renewable resources are inexhaustible, and the tourism sector is characterized as a labor-intensive service activity and depends highly on qualified and efficient human resources suitable for tourism work, where the greater the efficiency of labor improved the quality of tourism service (Atallah , 2008: 9).

Human resources have a certain specificity in the field of tourism and hotel and needs high skill and efficiency, hence the importance of tourism education to secure specialized professional cadres that meet the needs of the tourism market for all the specializations granted, as the tourism industry is a service activity that depends on the workforce and the creation of job opportunities for the rest of the other sectors and this has enhanced the importance of the human element in all areas of development (Abdel Samie, 1996: 280).

E - Tourist sites: Represent tourist sites represented by natural, historical, cultural and archaeological resources of the important pillars of the requirements of tourism development, and include natural sites on rivers, lakes, watersheds, forests and areas of unique natural beauty and marshes, while historical sites are represented by temples, statues and heritage places such as folk museums and holy places such as mosques and religious shrines and these sites are sources of tourist attractions The tourist site has a clear impact on tourism, as it is the basis of the prosperity and popularity of the tourism industry and an important success factor for tourism activity (Al-Houry et al., 1988: 37).



F- Technical requirements: The information technology sector is a cornerstone of tourism development, and the use of this important sector and the introduction of mechanization, trade, marketing and electronic advertising is an urgent necessity to establish a strong information infrastructure that contributes to supporting tourism development, and serves modern technologies for the tourism sector by automating hotel work using the hotel management system, which includes automated reservations, promotion and marketing of tourism products using the international information network (Internet) for its ability to influence consumers (Shubbar, 2014: 126).

G- Security requirements: Tourism development needs a safe environment with security stability, as it provides fertile ground for the emergence and prosperity and development of tourism in all its forms, whenever there is high political and security stability, tourism activity flourishes, because it is the most sensitive to the political and security dimension, and the stable political environment represents the best place to settle various economic investments, including tourism activity (Abdul Razzaq et al.: 2016: 34).

Financial requirements: The state cannot progress and develop far without the availability of sufficient financial support for tourism development projects, the provision of financial and credit facilities to contribute to the financing of targeted tourism development projects and the provision of comfortable loans at low interest rates.

I- The requirements of the economic environment: It is the existence of a stable economy in which there are no economic problems such as low production, high costs and increased demand without production against this demand or the existence of supply or increase in supply without the presence of demand ...Partnership contracts can be effective in sharing market risks, whether caused by deflation or inflation (Al-Awadi, 2011: 108).

J- Tourism culture requirements: The development of tourism thought and tourism culture in society is very important and one of the most important requirements for tourism development in general, which leads to the creation of a generation aware of the goals and components of tourism and able to contribute effectively to this development (Shomali, 1992: 90), which is necessary for the preparation and implementation of tourism development plans at the state level, and the individual must possess some amount of knowledge, information, concepts, skills, attitudes and values that constitute All of them have a suitable background to conduct a rational tourist behavior towards all tourist activities and manifestations, as well as the processes necessary for planning, organizing and dealing with institutions, tourist places and tourists (Zahran, 2004: 26).

Third: The hotel sector (concept, classification)

- 1- The concept of the hotel: It is one of the requirements of civilization, so it is not possible to imagine a civilized country without hotels and there is no tourism without hotels and no hotels without tourism, where, hotels play the main role in the development of tourism, the tourist spends the largest and longest period in the hotel than anywhere else in the country he visits, which is the first impression of him because the hotel represents his word of mouth" in terms of room and furniture, and the tourist's spending in the hotel reaches about (50-70) % distributed over the total services. Accommodation for food, drink and complementary or assisted services). (Atir et al., 2002: 22)

There are many definitions that have been given the word hotel, including the word hotel equivalent in Latin to the word hospitalty, "from which the French word hotel is derived in the

sense of the place designated for not the residence of guests, and that there is a difference between writers specialized in the field of hotel management regarding the definition of the hotel, as follows, where Webster defined the hotel as: " A building or a large house that provides accommodation, food and other services for travelers and others (banker, 2007: 54)

2- Hotel classification:

There are many hotel classifications out there, and each country ranks hotels differently. There is no fixed or specific criterion for hotel classification.

- Classification of hotels in terms of ownership: Private sector, which are hotels owned by one person and are usually the capital invested in them, and these hotels are spread in most cities in the world, especially in small cities.
- Companies and hotel chains: It is a group of hotels spread in a group of countries of the world operating under one name being operated and managed in accordance with the directives of the central management of the hotel chain "the parent company" and the central management charges these hotels a prescribed fee or the percentage of profits for the use of the trade name. (Abdulaziz, 2012: 34)

It can be said that the work of hotel chains is not new in the hotel industry and the hotel chain means managing several hotels from one company, the first chain that began to grow rapidly is the chain "statler" "which built a group of hotels in 1901, and sold the hotels in 1954, to Hilton, ", the Sheraton chain", which connected all its hotels through a global network. In 1980, this chain was able to obtain the award for the best company for innovation and development in the global hotel industry and the Holiday inn, which was founded in 19810, where these hotels followed a specific service strategy directed to meet wide market segments in order to meet the needs and desires of business travelers and entertainment and entertainment services. Universality.(Saidi, 2008: 72)

- Mixed hotels: They are hotels that are owned between the state and the private sector, or between
- Government hotels: They are hotels that are owned by the state, such as rest houses available at some ministries, or sometimes these hotels provide their service to the general public.

The division of hotels in terms of ownership does not affect the tourist's preference for a hotel, but rather benefits from this division of the student Abu researcher in the subject of hotel management.

- Classification of hotels in terms of location: City center hotels: They are hotels that are located within the city limits and range from excellent to third, while their sizes range from 50 rooms to 3,000 rooms and their ownership varies between private and mixed companies.
- Suburban hotels: Due to the high cost of land, some companies may resort to setting up their hotels in the suburbs of the city, usually these hotels are from 250 to 500 rooms.
- Airport Hotels: It was originally established to serve the passengers of aircraft and the transit traveler, who for any reason invalidates to stop continuing his journey, and these hotels have become the competition of hotels and city centers, where the guest prefers them for a short stay.



- Transit hotels: Its mother is called motel hotels, which is based on the rate of travel accommodation their cars on highways and is usually held from one or two floors at most and includes adjacent rooms in front of the traveler's car and the duration of stay in motels ranges from the number of hours to a full day.
- Resorts: These are those places or villages that are usually built on the shores of warm seas, and they are characterized by the following:
 - Its money came on advanced sports and recreational activities.
 - Its chalets are rented per week or multiples on the basis of a unified inclusive price covering accommodation, food and entertainment.
 - The capacity ranges from 500 to 1000 rooms.
- Coastal hotels: What are the hotels that are characterized by their stay near the important coasts in the world and range from excellent to four degrees and include all the services required by the guest in terms of management is no different from other hotels and the owners of these hotels are trying to raise prices in the peak season and reduce them in the clothing season and provide symbolic prizes and Tamim for tourists during the depression period of the most famous coastal hotels in the coasts of Miami Los Angeles and the coasts "and planetana" in Brazil and France. (Ardawi, 2006: 21)

As for the classification of hotels in terms of services: Commercial hotels: The proportion of commercial hotels in the United States of America is about 75% of the total hotels located there and these hotels focus mainly on temporary and permanent businessmen on conference and banquet tourism, and allocate part of their attention to tourists as well, some very modern commercial hotels in the world have introduced new services in their hotels based on the electronic calculator where the guest can get any service he desires Or any food or drink without calling someone, but using certain symbols and numbers that appear on the screen in his room.

- Perfume and resort hotels: They are the same hotels mentioned earlier in the division of hotels in terms of location and mentioned here to classify them about the services they provide.
- Permanent Residence Hotels: Originally established in the United States of America and developments as a result of changing housing habits are always famous in hotels and these hotels are published in major commercial and industrial centers and cities, which are individuals who work far away or reside with a few members of their families neighborhood 90% of the rooms of these hotels are dedicated to long permanent residence, ranging from a week to several years.(Abdulaziz, 2012: 63)
- Youth hostels: spread in most countries of the world to establish and house young people of both sexes and are subject to the supervision, management and control of the International Federation of Youth Hostel Associations in different countries.
 - It is characterized by its cheap prices that suit the limited possibilities of young people.
 - The large size of its capacity, as one room can accommodate from "4-8" people.
- Gambling hotels: They are always characterized by beautiful and picturesque decorations and are always very luxurious hotels ranging from premium class to 4 stars, these hotels attract tourists to their types and conference tourism, and these hotels are characterized by the quality and quality of restaurants and theaters that they contain, one of the most



famous of these hotels is located in Las Vegas in the state of "Nevada" in the Hawaiian Islands in the United States of America.

- Sports hotels: They are held near sports stadiums where athletes reside, and their design takes into account equipping them with stadiums and sports tools used by athletes and providing meals that suit their needs to a specific food style, in addition to the possibility of providing regular meals to the rest of the ordinary guests. These hotels are often found in sports or Olympic cities, some European countries and others.
- Therapeutic hotels: What are the hotels that arise next to the natural sources of mineral or sulfur water? Married to the child's equipment equipment that makes it a treatment center for the treatment of certain diseases.
- - Mobile hotels: They are so named because they are not fixed in one place, we can divide them into three types:
- -Floating hotels: It means large ships that roam the seas and oceans and transport travelers from one city to another or from one country to another or from one continent to another These ships are equipped with all the services that traveler and one of the most famous ships that are considered within the floating ship "Love Boat" Hill, which sails from Los Angeles in the United States of America to Mexico and the Panama Canal and takes its journey from 3 days to 10 days at sea.
- Wild hotels: This name is given to the bedrooms and apartments located in the trains, as some trains have the first and second rooms if they contain all the facilities that the traveler needs from bedrooms, bathroom, TV, kitchen, telephone and mail services, we note the progress and development of this type of hotels in Western European countries.
- - Flying hotels: It means bedrooms or apartments on board airplanes This type of hotel is very few in the world, where the first airline company you pursued and developed this idea is the American Regent Air, whose planes take off from New York City to San Francisco and the flight takes about 5 to 6 hours.(Gouda, 2016: 21)
- Hotel classification by star:

The more stars the whole hotel, the more its services and expansion and the more its prices and vice versa, where the first first-class hotel in Boston appeared in 1829 AD and called it Tremont House, " This hotel deserves all its worth to be called (Adam and Eve for the modern hotel industry), and one of the most prominent examples of high-end hotels in the Middle East is the Burj Al Arab Hotel in (Dubai) Where the hotel of choice for adults is famous and wealthy in the world.

- Classification of hotels in terms of stars into five types: Five star hotels: They are the finest types of hotels as they provide integrated services at high prices.
- -Four-star hotels: They also provide integrated services, but at a lower level than a five-star hotel.
- - Three-star hotels: They are less than four-star hotels and do not have the additional services found at the previous level.
- - Two-star hotels: These are popular hotels due to the low level of furniture and there is a prevalence in the use of public areas such as toilets.

- One-star hotels: They are very modest hotels in terms of their services, number of rooms and prices.

In addition to the aforementioned types of hotels, there are some non-traditional means of stature:

- -Tourist villages: They are often called vacation villages and have spread widely in Spain, Greece, Switzerland and France for nearly 40 years and are characterized by:
- Large capacity of 6000 rooms or more.
- The speed of establishing tourist villages, unlike other means of accommodation hotels.

As for the experience of tourist cities and villages in the Arab world, its navigation is tangible development in the countries of the Maghreb, Algeria, Tunisia and Morocco during the last ten years in Algeria, tourist accommodation appeared, known as tourist complexes.(Ardawi, 2006: 32)

- - Camps: This type has spread in the recent period since the last twenty years, where these camps are held in desert and mountainous areas and on the beaches, sea and river coasts in places that enjoy natural and modern tourist attractions equipped with public facilities such as water, electricity, medical services and sports In the case of tourist camps, the tourist is preparing food and drink himself .
- - Eco hotels: The term eco-lodge is a modern concept to describe the places of residence that depend on the elements of natural attractions and these inns must fit in terms of the method of construction, specifications, services and tools used in them with the natural environment of the region, and the concept of the tourist eco-hotel depends mainly on providing ideal conditions for interaction between visitors and the surrounding environment Acquaintance between them increases and practiced on site from mountaineering Exploration and camping to find a rich experience for the resident with a natural cultural message .(Saidi, 2008: 43).

Conclusions and recommendations

First: - Conclusions

- 1- The means of digital transformation occupy an important place in the hotel business.
- 2- The means of digital transformation are a necessary necessity in the field of hotel work in light of modern technological development..
- 3- The hotel sector relies directly on electronic means of communication
- 4- Companies operating inside hotels rely on electronic means of communication to provide their services optimally.
- 5- Some hotels rely on electronic payment methods .
- 6- Digital technology is helping to increase the ability to meet demand in the peak season..
- 7- Digital transformation attracts qualified and good elements to work in Hotel Sector

Second : Recommendations

- 1- Tourism hotels must rely on all forms of digital technology transformation to increase competitiveness.
- 2- Work to increase the knowledge potential of workers in the hotel sector.
- 3- Allocating incentives for workers who have experience in the use of digital technology to achieve the principle of competition with the rest of the workers .



- 4- Continuously working to improve the efficiency of providing tourism services .
- 5- Relying on electronic payment methods so that workers can accomplish their tasks in the shortest possible time.
- 6- Working on the use of advanced Internet technologies for customers to contribute to the establishment of a flexible enterprise structure

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