



The design of professional qualification model for the tourism marketing with the goal for sustainable development

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Abstract

Background and purpose summary: Considering the lack of theoretical studies in the field of what is the competence of tourism marketing professions, in this article, a reflective and future-research study on the competence of tourism marketing professions with a view on sustainable development has been discussed.

Methodology: The required data were collected from two parts of the research literature in order to identify the indicators of professional competence (marketing) of tourism, as well as the opinions of 9 senior managers of government organizations and reputable tourism companies to identify the local structure of the indicators. In order to identify the indicators, the inductive content analysis tool was used, and in order to present the native model, the theme analysis tool was used in the Max QDA software.

Findings: The results showed that the professional competence of tourism industry activists can be evaluated based on 88 skill, knowledge, personality, attitudinal, motivational and general indicators. Also, the results showed that the qualification system of tourism marketing professions in the country includes six dimensions of skills, knowledge and information, behavioral indicators, general competencies, management capabilities and auxiliary enhancing factors.

. Conclusion and suggestions: The tourism industry and tourism marketing will not be able to influence the behavior and decisions of customers without the presence of people who are able to show behavioral flexibility and have a high level of self-confidence and creativity. In addition, the ability to lead refers to the existence of charismatic abilities in a person, and the existence of such abilities and characteristics means the ability to deeply influence others.

Innovation and originality: the issue of professional qualification in the tourism industry is considered extremely vital. Despite this importance, the studies show that there is not much theoretical attention to the issue of the competence of tourism marketing professions and the effective indicators of measuring such competence in the country, and the present study seeks to solve this research gap among domestic studies.

Keywords: Vocational rehabilitation, Tourism Marketing, Tourism industry, sustainable development

Introduction

Today, carrying out any responsibility involves complexities that are difficult and in many cases impossible to do without the necessary skills and experience. Professional competence is a mental construct that describes the quality of being competent. In other words, professional competence



is the continuous and conscious use of communication, knowledge, technical skills, emotions, values, and feedback in daily activities for the benefit of oneself and society, which enables a person to perform relevant job activities or based on the expected standards of the person. or group (also Zaitseva et al., 2017) can be measured in comparison with fully accepted standards and can be improved through retraining and development. Competence is uniform (Xiao et al., 2019). We can point to the example that competence is like death: we cannot be a little dead, relatively dead, or alive or dead. To determine the dimensions and components of professional competence, there are different models or frameworks. The model or framework means which skills, knowledge, attitudes and experiences are required for tourism marketing? and which behaviors have the most direct impact on market success performance? Competency frameworks help organizations to take a unique and coordinated approach in designing programs to improve human resource management systems. Such as: job redesign, hiring, organizational learning, job management, reward systems and performance improvement. The degree of having professional qualifications is directly related to the feeling of self-efficacy and the motivation of people to progress. Competence and competence model as central points for planning, organizing, integrating and improving all aspects of the human resource management system, It is widely used in the fields of evaluation, selection, promotion, training and development of people, performance management, recruitment and development, and path planning (Kim et al., 2017).

On the other hand, the unprecedented growth of the tourism industry in the past few years and global competition have brought new challenges to the tourism marketing discussion, which has made researchers look for more effective marketing strategies. Indeed, among the service industries, the tourism industry is one of the leading and growing sectors at the international level, and according to predictions, the demand for tourism will reach 1.6 billion people per year in 2020. Today, the abundant income generated by the phenomenon of tourism has led many countries of the world to allocate a lot of investment to this sector. The special geographical conditions and climatic diversity along with the special topographical and geomorphological situation in Iraq indicate a unique potential in the field of development of the tourism industry in the country (Jahanbin & Zarei, 2012). The tourism industry is known as an invisible export of services and products. It is known as a rapidly growing industry, especially after the corona epidemic. Compared to other economic sectors, this industry has a more effective role in the growth and socio-economic development of nations, especially developing countries. with the advantage that compared to other investments, with far less cost of facilities and technology; It can be implemented and used. Tourism is considered the most important money-making, income-generating and economic activity. Many countries base their development process and national and regional policies on tourism and related planning (Rather et al., 2019) among the factors that can make the tourism industry sustainable. To develop, use effective tools and parameters of professional competence in the field of recovery. Sustainable tourism includes those types of tourism activities that meet the needs of today's tourists, without jeopardizing the needs of future tourists, and includes products that are compatible with the environment, society and local culture; Therefore, the benefits from it are permanent. Sustainable tourism is considered as an important and fundamental issue in the economic, social and cultural developments of countries, and with its expansion, a path can be drawn to increase the country's income and reduce dependence on oil income, and as a result, provide a favorable path to achieve sustainable and



comprehensive development. (Vicky & Mehmandost, 2014) In this regard, achieving sustainable tourism development solutions requires the existence of competent human resources, which doubles the importance of the existence of systems for evaluating competence and professional competence in this industry.

Unfortunately, despite the efforts in the development of the country's tourism industry, Iraq has not been able to create a worthy place for itself in this industry. This issue includes various causes and factors, however, one of the most important of them is the lack of attention to the issue of professional competence and the desired qualification of employees in the tourism industry, especially the professional qualification of the country's tourism marketing sector. The point is that the marketing activities in the tourism industry are not focused on specific people and all the actions and activities of the people involved can be considered as a kind of marketing behavior. Therefore, the issue of professional qualification in the tourism industry is considered very vital. Despite this importance, the studies show that there is not much theoretical attention to the issue of tourism marketing professional competence and the effective indicators of measuring such competence in the country, and the present study seeks to resolve this research gap among domestic studies.

Research literature

- Qualification of tourism professions

These days, the tourism industry is becoming one of the most important sustainable sources of income generation in different countries and regions, and due to the favorable economic, social, cultural and political consequences associated with it, governments in all parts of the world pay special attention to the development of the necessary infrastructure in order to expand This phenomenon has and continues to occur. One of the necessary infrastructures for the development of tourism is paying attention to the professional qualifications and capabilities of tourists. According to (2017) Lin et al., competences are usually considered as a set of knowledge, skills, performance characteristics and motivations necessary to do work successfully. Winter et (2003) stated that competence and competence are not only related to having knowledge, but It is also effective in the case of having the behavioral ability to perform correctly. Taso (1988) and Bom (1990) were among the first scientists who investigated the subject of qualifications of tourism professionals. They found out by measuring 36 cases of qualifications and job competence of hotel employees in the United States of America and England. that interpersonal skills are as important as general skills such as understanding the work environment. Such skills are not only specific to the hospitality and tourism industry, but can also be transferred to other industries. Individual skills are actually related to the cultural background of each country. Also According to the findings, it was found that individual characteristics and abilities are completely related to the culture of the country of origin, and job qualifications are determined based on the culture of that country. "Therefore, cultural and national differences make professionals evaluate the different skills needed for the job. They are looking for him, push him. (1999) conducted a research in travel and tourism companies and national tourism offices of Latin America, based on which he found that, in general, the employees of the tourism sector are not qualified in terms of foreign languages, computer and marketing skills, and the tourism education institutions of this country were also unable to train the employees. to promote in this field. Also, many studies were conducted in the field of employee qualification in China and other regions, which measured the



various skills of students who graduated in the tourism industry of America and Russia. Finally, the findings of this research stated that the important point in this field is the appropriate understanding of customers in order to create value for customers and improve the level of service to them. has taken, the competence and customer-oriented ability of employees. In this regard, other studies such as Hwang & Lee (2019) also supported this issue and explained general competencies such as leadership skills, which is actually the basic foundation for managers of the tourism sector. All tourism companies and In order to achieve their goals, public organizations need strategic planning plans in the field of changes in their business environment. Tourism managers are obliged to provide the necessary decisions as soon as possible to the entire company system in order to adapt to the issues that arise in a predictable way. To be able to improve leadership activities.

One of the most comprehensive (2008) Chense et al. published frameworks for evaluating the competencies that leaders in the tourism industry should develop. They collected 99 skills that included 28 dimensions and 8 factors. Also, through their analysis, they found that the most important skills that leaders in the industry Tourism should have self-management skills such as "ethics and honesty", "time management", "flexibility and adaptability" or "self-development" along with strategic positioning skills such as "awareness of customer needs", "commitment to quality", " Stakeholder management" or "concern for the community" (So et al., 2010 expectations (Millar et al.), 2017, job competency for tourism employees based on 31 items related to knowledge, attitude, skills and abilities that must be presented were analyzed. Based on this, they concluded that most of the limitations of job competence related to "group work/ communication", "guest/customer service", "professional image", "understanding of performance standards" and "realistic expectations from the job". According to this research, it was determined that the increase in the need to develop the job position for them, as a tool to prevent from their dissatisfaction and personality decline (Chiu et al., 2016) As expected, most tourism programs pay special attention to the basic functional areas of management (for example, recruitment, training, motivation, communication or customer satisfaction). The existing one is quite stable over time and based on basic skills factors, so few programs are important for managers in terms of management aspects, computer skills, ethics, or even safety and security issues.

Cecil & Krohn (2012) proposed the Service Leadership Competency Model (S-LCM), which is specifically designed for the tourism and hospitality sector. In fact, this model describes three main areas of knowledge/competency that hospitality managers must develop. : intelligence in business, intelligence of people and intelligence of individuals. In the sub-field of the above competence dimensions, the authors summarized 20 areas of competence in the form of being professional, inspiring, networking or having interpersonal communication. From their point of view, leadership and interpersonal skills , which is frequently known as basic skills, belongs to the dimensions of people's self-confidence. As a result of this collaboration, it was shown that intelligence is important in business. In another study by Bustreo et al (2012), supported by articles that They identified six main dimensions of basic skills that should be strengthened in the tourism industry, including curriculum, interpersonal skills, leadership and communication skills, supervisory skills, hospitality skills, and Food and beverage management skills. Also, compared to other studies, this research has had the main contribution in establishing the importance of developing skills directly related to the management of companies in the tourism sector. In this



regard, general skills are not enough to prepare university students to become tourism professionals, and they have to seek to acquire the knowledge of competencies related to each sector (Bushehri Sangi Rad.) & (Bahreinizad, 2019). It is obtained through reviewing the existing literature.

1-Attitudinal competence: personal attitudes or outstanding characteristics that are combined with technical and personal skills and lead to getting a job.

2- Academic competence: This competence is based on the fact that competence in any field has a special meaning. The specialized field, due to its more facilities, also leads to further development of skills. These facilities provide the basis for professional actions and development. It is knowledge in the activities, culture and field of work that causes development.

3-Motivational competence: motivation leads to the achievement of existing capacities. This motivation to achieve competence is called motivational competence.

4-Personality: since a long time, the "personality" factor has been used to predict job performance in various job fields, because over several decades, meta-analytical research has made many efforts to clearly show the supporting role of personality dimensions on internal and external job success. had. Personal competences are related to personality traits, attitudes and beliefs of people.

5-General competence: these competences are independent of the department and form the basis of technical skills. In addition, they add to personal characteristics and are combined with specific job skills and can optimize people's productivity.

. 6-Skill Competency: Although specific job-related skills are necessary to perform successful tasks in the workplace; But having skills such as creativity, critical thinking skills and communication skills is considered important for people. These competencies are useful for solving different problems in the real world and they differ in different fields according to the complexity of each problem.

7-Intercultural competence: Intercultural competence is one of the important factors of professionals in the field of tourism. Intercultural competence means the ability to see the cultural differences of different countries in oneself and others and to understand and accept them and to talk and behave based on them. In other words, intercultural competence means treating others in a way that is not culturally offensive to other people. At the same time, it means to be aware of the other party's nation and culture, to be aware of their values, and to preserve and develop these values. Therefore, in addition to the courses they take to learn English and tourism specialties, students should also increase their awareness of other countries and other cultures. Of course, it should be noted that this does not mean ignoring or defaming the cultural values of the students' own country. Intercultural competence is divided into two groups: content competence and process competence. Content competence refers to knowing different aspects of a culture (awareness of history, language, behavior, cultural norms, habits, customs, symbols and traditions, etc.)... Process competence refers to the dynamic feature of intercultural competence and to It means to be aware of the characteristics of intercultural competence. Process competence includes intrapersonal competences (change of perspective, self-reflection, role-playing, problem solving, culture identification and axiological distance) and interpersonal competences (interpersonal sensitivities, communication competence and situational sensitivity).

2.2 Sustainable development of tourism Today, the tourism industry is becoming one of the most important sustainable sources of income generation in different countries and regions, and due to



the favorable economic, social, cultural and political consequences associated with it, governments in all parts of the world pay special attention to the development of the necessary infrastructures. In order to expand this phenomenon, they have and are doing their best. Sustainable development is the ideal point of the tourism industry and many other industries in the 21st century. This approach to development emphasizes on preserving the integrity and diversity of the environment, meeting basic human needs, maintaining resources for the use of future generations and reducing injustice; Therefore, there is an emphasis on long-term vision and balance between people, in the current generation, and between humans and other organisms in this attitude. Based on the eighteen principles of sustainable tourism, this research based on the principle of responsible marketing emphasizes the training of employees and the inclusion of tourism in national planning. If sustainable development is one of the objective goals of the tourism industry in this era, then measuring the performance and effects of economic aspects, Its social, cultural and environmental aspects are a necessity in tourism destinations. According to the World Tourism Organization (WTO), sustainable tourism in today's world is a comprehensive approach that wants the long-term growth of the tourism industry without damaging the natural ecosystems and emphasizes that in the form of tourism development, mankind will be able to improve certain aspects of the environment. adjust or manipulate in a positive or negative direction. Therefore, sustainable tourism in the direction of sustainable development has different dimensions, elements and concepts, the main core of which is intergenerational equality (San Martín et al., 2019). Therefore, in order to achieve sustainable tourism, it is necessary to identify indicators and indicators of sustainable tourism. and a detailed scientific evaluation of the tourism situation and its consequences on the economy, society and environment should be carried out in order to measure the sustainability or unsustainability of tourism according to the principles and criteria of sustainable tourism. (Rasoolimanesh et al., 2020) .

This development consists of expanding the tourism industry and attracting tourists to a city by using existing resources, in such a way that while meeting the economic, cultural and legal requirements of the society and the expectations of tourists, cultural unity and identity, environmental health, and economic balance can be achieved. Provide the destination and guests in an optimal manner consecutively and continuously. The realization of the sustainable development of tourism depends on three comprehensive and holistic, forward-looking and egalitarian approaches (Akhoondnejad, 2017).

- The first attitude is the belief that development is sustainable when it is considered in the political, economic and ecological context.

- In the second approach, it is important to estimate the current needs of tourists, the host community, and at the same time protect the environment and maintain equal opportunities for future generations.

- In the third approach, intra-generational and French equality in the use of facilities, data and resources is desired.

Research background

In one of the recent studies conducted by Andradas et al in 2020, entitled Destination Competition in Russia: Skills and Competencies of Tourism Professionals, some of the characteristics of Russia as a tourist destination were presented for the first time. In this context, due to the lack of access to qualified tourism specialists and the broad framework of tourism



competition models (TDC) in this country, finally, the theoretical framework of the study was completed by presenting the necessary reviews from the University of Literature regarding the qualification of tourism specialists. After the necessary investigations, it has been determined that Russian tourism professionals as a tourist destination: need a force of qualified adults in this field. In the following (2020), Sitia et al also conducted a study titled “Hospitality and tourism understanding of professional customs” to investigate the attitude of tourism stakeholders and hoteliers regarding professional customs. This survey was conducted by stakeholders, including students, instructors and industry experts. They were asked to share their understanding of the professional rules that are considered today in the dynamic hospitality industry as part of the soft skills required for employment. Tourism, they believe, showed the important aspects of professional etiquette. In general, the results of the study showed that hotel and tourism instructors seriously show a desire to reveal professional etiquette through educational programs. (2019) Hwang & Lee in their study to examine the relationships between senior tourists and professional views of tour guides, competences, relationships, satisfaction with guide services, satisfaction with the tour and word of mouth advertising. In this study, it is tried to fill the gaps mentioned above by evaluating the professional capabilities of tour leaders and their impact on The market of elderly tourists should be evaluated. Specifically, the purpose of this study is: 1) to investigate the effect of the perceived capabilities of professional tour leaders (such as professional knowledge, professional skills, and professional behavior) on creating a close relationship with tourists and 2) to investigate the effect of the close relationship of tour leaders with tourists on creating satisfaction in them and positive advertising) 3) and examining the role of moderator of product knowledge in this process. In 2018, Yu-chi wuh conducted studies with the aim of investigating customer expectations from the interaction of travel agency representatives with them and developing the scope of customer service experiences. In addition, a framework was presented to show how to improve customer service experience resulting from interaction with travel agency representatives. The results showed that the indirect effect of travel agency representative interpersonal competencies on word-of-mouth is not through customer cognitive service experience, but It takes place through the customer's emotional service experience. Also, the indirect effect of travel agency representative's professional qualifications on word-of-mouth advertising is not through effective customer service experience, but through customer cognitive service experience. In 2017, Kim et al also conducted a study on the perceived difference in core competencies between the tourism industry and students using the hierarchical analysis process. This study aims to investigate the perceptual differences in the main competencies of graduates of the tourism industry from among the main stakeholders in higher education, that is, professionals of this industry and deaf students, using the process of hierarchical analysis. The results show that both groups emphasize common main skills such as attitude, communication ability, integrated thinking, language ability and goal- oriented desire. However, there are different views on the relative importance of competencies. The results indicate that the amount of attention to what should be used to strengthen tourism education based on competence in a country is specially used to prepare students in the development of specific and occupational and general skills. Also in 2016, Jhomhuri et al (2016) in their study called the evaluation of the communication competence of tour guides using modified analysis stated the importance of performance. In the field of tourism, tour leaders are



the most important element in intercultural interactions. For this reason, the study This study examines the communication skills of tour leaders in Turkish tours. In this study, the place is objectively embedded in the framework of the PI method and the important communication skills that require management measures are analyzed. In fact, in this study, the modified APIM method is used to evaluate The performance of tour leaders is used in verbal and non-verbal communication. In 2014, Edward C. Scow conducted a study entitled "The Power of Marketing Competencies with Partners in the Hospitality Industry". In this study, successful management capabilities in the field of hospitality were discussed. The results of the studies show The success of a hotel's marketing unit depends on factors such as the hotel's customer orientation and the development of services by hotel specialists, and it causes internal and external resources to be used together in order to provide a favorable service and achieve the resulting advantage, and finally Create innovation in the hotel. Another factor that affects the success of the marketing unit is the technical ability of its people. Technical capability includes skills and knowledge that enable a person to perform well such as marketing and quality service.

(2013) Luca et al., in a study titled "Training tourism students to work in a multicultural environment" stated that in the future, people are willing to spend money to have experience (culture, entertainment, adventure travel), so the need for skilled employees to provide Such experiences will increase the people. Employees who meet the demands of customers and solve their problems. Since the tourism industry is an international and intercultural business, it is necessary and necessary for people who are employed in this industry to have backgrounds from different cultures. they emphasized the necessity of having these skills much more than before. In this conference, 4 skills necessary for success in the tourism industry were pointed out: management skills in the destination, political and ethical skills, advanced human resources skills and dynamic job skills; This last item refers to intercultural competencies.

The review of the research literature in the field of competence of tourism marketing professions shows that the studies in this field are in the early stages and only ideas and suggestions are being formed. In this context, it can be said that the research points to the existence of a localized framework in the field of the role of professional competence and its components in the field of tourism activities of companies and the lack of studies that have addressed it. There are many provinces in Iraq that are suitable and receptive to tourists in every way. Now, considering the importance of this issue and the fact that it is the concern of many managers and those involved in tourism and tourism affairs, it is necessary to conduct a scientific study to examine the indicators of professional competence and provide comprehensive and up-to-date information on the tourism industry. Therefore, the need for a systematic and targeted planning for marketing in Iraq is increasing day by day. Another necessity of conducting the present research is to see the need for research in the field of tourism and marketing potentials in Iraq. Therefore, it is recommended to try to provide local indicators in the field of tourism marketing professions qualification based on intervening, geographical, causal factors, strategies and consequences and theoretical development within this concept in the country, and there is a need to distinguish between tourism marketing and marketing in other fields and industries. It is done and the competence of tourism marketing professions is developed in the form of an independent concept.

Research Methodology In this section, the current research methodology is presented; The current research is placed in the category of applied research in terms of its purpose; Applied research is



conducted to find a solution to an important problem or issue in society, an industrial or administrative organization. This research seeks to add to the body of knowledge in the field of that problem or issue (Kumar, 2007). On the other hand, this research is also a practical applied research; Because based on data from the study environment, its results are directly used to solve a specific problem in a system. The present study is considered a qualitative research in terms of data analysis method and a field research in terms of data collection strategy. In this context, the qualitative approach, library tools (research literature) and inductive content analysis method were used in order to identify the indicators available in the research literature in the field of professional competence in the tourism industry and then categorize these indicators. Also, in the present study, in order to explain the model of the qualification system of tourism marketing professions in order to achieve sustainable development in this industry, in order to extract the indicators, components and dimensions related to the qualification system of tourism marketing professions in Iraq from the qualitative approach and the semi-structured interview tool in addition to the method Content analysis is used. In this context, in this research, the following 6 key questions were asked from the experts present in the interview:

- 1- In your opinion, what are the characteristics and behavioral characteristics of a professional activist in the field of tourism marketing (according to the characteristics of this industry) in Iraq?
- 2- In your opinion, what skills and knowledge can be needed by a professional activist in the field of tourism marketing (according to the characteristics of this industry) in Iraq?
- 3- According to the unfavorable situation of Iraq's tourism industry, especially in recent years, based on what characteristics a tourism marketer can contribute to the improvement of the current situation?
- 4- In your opinion, what areas are included in the scope of the characteristics and characteristics of professional qualification and competence in the field of tourism marketing?
- 5- In your opinion, what characteristics and capabilities can differentiate Iraqi tourism marketing activists from others?
- 6- Please state your personal experiences in the field of people's strengths and professional human resources in the field of tourism marketing.

In this research, in order to collect the required data, a panel consisting of university professors, managers and assistants of the General Department of Cultural Heritage, Tourism and Handicrafts, as well as senior managers of reputable tourism companies was used. The reason for choosing this statistical community is the ability and mastery of these people on the key subject of tourism marketing and the subject of professional competence and performance in this field. Also, the members of the expert panel were selected using the snowball sampling approach; In this method, the future members of the sample are selected through the former members of the sample and the sample becomes bigger and bigger like a snowball. Therefore, in a qualitative research with the interview method (like the present study), people are asked if they would suggest another person for an interview, and in this way their sample will get bigger and bigger. In this context, the researcher selected other panel members to conduct interviews with the opinions of experts. In this way, 16 people from the mentioned community were introduced for interview. In this study, the data collection process continued until theoretical saturation was reached. Since the data collected from the 10th interview was mostly repetitive, the data of 9 experts were used for analysis. Also, in the current research, in order to measure the validity of the qualitative research

tool, the methods of construct validity, internal validity, interpretive validity and descriptive validity were used, and to check the reliability or trustworthiness, the review method was used at the time of coding and review by another knowledgeable person to Ensure the accuracy of the coding.

Row	Education level	job position	Management experience in the public sector (tourism field)	Management experience in the private sector (tourism sector)	Academic teaching experience
1	Masters	Director General of the General Department of Cultural Heritage, Tourism and Handicrafts of Karbala Province	6	5	-
2	Masters	Deputy head of cultural heritage of Karbala province	8	2	-
3	P.H.D	Vice President of Management Development in the General Administration	5	-	-
4	Masters	Tourism education expert	4	11	-
5	P.H.D	Acting vice president of tourism, member of Karbala University board	7	4	5 years
6	Masters	Tourism agency management	2	11	-
7	Masters	Tourism agency management	-	14	-
8	Masters	Academic expert familiar with the research topic	2	-	11 years
9	P.H.D	Academic expert familiar with the subject of research, member of the faculty of Karbala University	-	-	16 years

Figure 1 - Details of experts

The data analysis method in the first part is inductive content analysis; Qualitative content analysis can be divided into two categories: inductive content analysis and comparative content

analysis. In this study, inductive content analysis has been used due to its relevance and desirability. The use of inductive approach, which is also known as conventional content analysis, becomes necessary when there is not enough information about a phenomenon and the researcher wants to provide the necessary field knowledge in this regard. This method of content analysis seeks to reduce information and provide a detailed description of a topic. Here, the goal of inductive research is to help the emergence of research findings by paying attention to the dominant and common themes in the data. (The steps of this method are given in Harwood & Garry, 2003) Figure 1. These steps were used in the same way in the present study. Also, in the present study, the steps of the systematic review of the research literature are among the most important parts related to the inductive content analysis method. Okoli & Schabram presented a framework to show the steps of conducting a systematic review in 2010. This framework is used in various studies as a guide for conducting systematic studies. has been placed. The different steps of this method are: planning, selection, extraction and implementation. In the present study, this framework has been taken into consideration. The steps of this method are separated as follows:

- 1- Identifying and extracting articles from scientific databases and removing duplicate records;
- 2- Screening in the sense of reading the title, abstract of extracted articles and selecting relevant articles and removing irrelevant articles;
- 3- Re-screening and reading the introduction, concluding the screened articles of the previous stage and selecting related articles and removing irrelevant articles;
- 4- The final evaluation of the articles extracted from the previous stage by studying them and considering the goals of the project and finally the final selection of the articles.

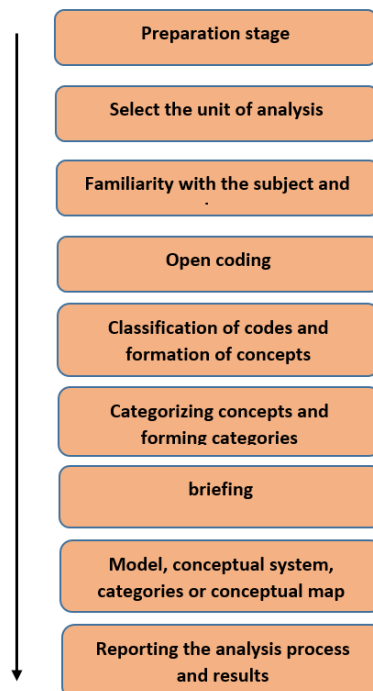


Figure number two - the steps of the inductive content analysis method



The method of data analysis in this research is based on thematic analysis approach. Thematic analysis is a method to recognize, analyze and report patterns in qualitative data. This method is a process for analyzing textual data and turns scattered and diverse data into rich and detailed data. Content analysis or theme analysis is not only a special qualitative method; Rather, it is a process that can be used in most qualitative methods. In general, thematic analysis is a method to see the text, take and understand the seemingly irrelevant information, analyze qualitative information, systematically observe a person, interaction, group, situation, organization or culture and convert qualitative data into quantitative data (Nowell et al. (2017) Also, another reason for choosing the theme analysis method for this research is that this method is especially useful for drawing insights and attitudes from real events and experiences and more precisely explaining the social issues involved in these events and experiences. Braun and Clarke 2021 (Berbekova et al., 2006) have presented a six-step process for theme analysis, which is used in this research:

Collecting qualitative data from research literature

1- Analyzing the collected data using the theme analysis approach in Max QDA software.

2-1-Primary (open) coding in order to extract the most important data, signs and patterns in the interview texts and to determine the key clauses and basic explanations in the area of competence factors of tourism marketing professions in Iraq.

2-2- Classification or clustering of the extracted open codes in order to achieve the main themes (objectives) of the research in the field of competence factors of tourism marketing professions in Iraq.

2-3- Classification or clustering of the main themes extracted in order to achieve the organizing themes of the research in the field of competence factors of tourism marketing professions in Iraq.

4-2-2 Classification or clustering of extracted organizing themes in order to achieve comprehensive themes of research in the field of competence factors of tourism marketing professions in Iraq. This step determines the general dimensions and finally the indicators and components related to each dimension.

2-5 Shaping the theme network.

Findings and discussion

As stated, the first part of the current research is the analysis of existing literature in the area of competence of tourism professions and tourism marketing based on the inductive content analysis method; In this regard, based on the steps introduced in section 4-1, Persian and English articles in the field of tourism professions were systematically screened and finally 48 articles were entered into the MaxQD software as final articles for coding. These 48 articles included 11 Farsi articles and 37 English articles. In this context, the sections of interest for the purpose of coding included the abstract, introduction, research literature, theoretical foundations, and the conclusion section of the selected articles. The results of the coding of these articles resulted in 95 open codes with a frequency of 1124 numbers. Table 1 shows the final codes and their frequency, as well as the number of documents in which these codes were observed:

Table number one - the final indicators derived from the literature in the area of professional competence in the tourism sector

Final open codes (indexes)	Abundance	document number
High work motivation	13	10
willing to gain new experiences	13	10



Existence of job prospects	14	11
continuous learning	12	10
Ability to empathize with the customer	12	10
Effective listening skills	14	11
Professional etiquette	13	10
11 10 ability to build trust	11 10 ability to build trust	11 10 ability to build trust
Ability to provide stable and effective performance	12	8
behavior in accordance with performance standards	10	8
Individual self-awareness	10	10
Effective identification of customers' needs	11	9
skills in strategic decision making	13	10
desirable work personality	10	9
futuristic	10	10
initiative of desirable action	10	9
Emotional resilience	10	10
high IQ	10	10
skills in divergent thinking	10	9
circular ethics	14	10
Analytical thinking	14	16
Honesty in responsibilities	10	8
Individual innovation	10	8
Ability to take risks	10	9
Effective decision-making skills	11	11
Ability to manage others	9	9
Detailing in affairs	11	10
time management	10	8
Ability to work under pressure	10	9
The ability to influence others	13	9
High level of self-awareness	10	10
High operational experience	12	9
The ability to interact effectively with the environment	11	8
Superior job performance	14	8
Emotional control skills	12	8
Ability to plan	10	8
Technical expertise	10	8
professional appearance	10	10
Ability to satisfy customers	11	9
The presence of unique features	10	8
Ability to perform tasks successfully	10	9
Verbal skills	15	10
Cultural Intelligence	18	10
Self-assessment skills	12	9
Professional Behavior	12	10
Professional skills	14	8



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Knowledge of one's profession	19	11
The ability to create intimacy	11	8
Ability to create effective relationship with customers	21	8
Moral akahis	22	8
Data analysis skills	11	10
Responsible decision making	10	9
Creative skills	16	10
High emotional intelligence	13	8
Negotiation skills	10	9
Courage in performance	10	10
High social intelligence	12	8
Crisis Management	11	9
Self Confidence	13	11
Ability to maintain customer relations	13	9
Information technology skills	10	8
Individual self-confidence	10	10
Capability in leadership	12	11
Customer-oriented capability	13	11
Mastery of international languages	10	9
Interpersonal skills	14	10
Cultural awareness	14	10
Self-directed learning skills	13	9
Skill in using technology	10	8
teamwork skills	14	11
Communication skills	14	18
Creative thinking skills	14	13
Problem solving skills	12	10
Critical thinking skills	10	9
self management	14	14
compatibility	11	9
flexibility	13	12
General liability	10	9
exclusive knowledge	14	11
The existence of professional identity	12	8
The existence of the ideology of professionalism	10	8
Practical knowledge	11	10
tacit knowledge (experiences)	12	11
formal knowledge (academic)	13	11
Functional outputs of people	11	10
Individual abilities and skills	13	11
Performance within professional guidelines	13	10
Accountability to the customer	13	11
Job commitment	26	10

In the end, the final open codes, i.e., the indicators, were categorized based on the substantive similarities and the same family and with the final opinions of 3 experts, and the components were formed. At the end, these components were categorized into dimensions. The final classification of open codes and shaping the final dimensions in the form of knowledge, skill, attitude, personality traits, general and motivation based on the researches of Hwang & Lin et al (2017), Kim et al (2019), Lee (2019) and Alexakis (2019) & Jiang (2017) and colleagues were carried out. Because these studies proposed the above five dimensions in the area of professional competence in the marketing department. Table 2 shows the final classification of indicators, components and dimensions of professional competence in a general and general way that emerged from the research literature.

Table number two - the indicators, components and dimensions of the competence of tourism professions in general

Main themes	Organizer themes	Overarching themes
Effective listening skills	Communication skills	a skill
Ability to empathize with the customer		
Ability to build trust		
Verbal skills		
Interpersonal skills		
Ability to influence others		
Negotiation skills		
Ability to maintain customer relations		
Customer-oriented capability		
The ability to create intimacy		
Ability to create effective relationship with customers	Creativity and innovation skills	
Creative thinking skills	Analytical skills	
Creative performance		
Skill in divergent thinking		
Problem solving skills		
Self-assessment skills		
Data analysis skills		
Critical thinking skills		
Analytical thinking	Decision making skills	
Strategic decision making skills	General professional skills	
Effective decision-making skills		
Self-directed learning skills		
Ability to plan		
Ability to provide stable and effective performance		
Behavior in accordance with performance standards		
The ability to interact effectively with the environment		
Ability to satisfy customers		
Ability to work under pressure		Special professional skills



Emotional control skills			
Professional etiquette			
teamwork skills			
Effective identification of customer needs			
High operational experience			
Skill in using technology			
Superior job performance			
Information technology skills			
Crisis Management			Management skills
Time Management			
Capability in leadership	Career information and awareness	Knowledge	
self management			
Ability to manage others			
Mastery of international languages			
tacit knowledge (experiences)			
unique (exclusive) knowledge			
Cultural awareness			
Practical knowledge			Basic occupational knowledge
formal knowledge (academic)			
Knowledge of one's profession			
Technical expertise	Innovative character		
Individual innovation			
Ability to take risks			
Courage in performance			
Desirable initiative			
flexibility	The power of adaptation		
The personality trait of foresight			
compatibility			
Individual self-confidence	Perceived self-efficacy	Personality characteristics	
Individual self-awareness			
Self Confidence	Psychological abilities		
High emotional intelligence			
social intelligence			
High level of self-awareness			
Cultural Intelligence			
Work personality of the analyst			
Detail view in affairs			
Emotional resilience	Job commitment		attitude
Job emotional commitment			
Continuous organizational commitment	Professional attitude		
The existence of the ideology of professionalism			
The existence of a professional identity	Desire for career development	motivation	
Continuous learning			
The existence of job prospects			

Willing to gain new experiences	Professional motivations	General
High work motivation		
Responsible decision making	responsibility	
General liability		
Honesty in responsibility		
Accountability to the customer		
Performance within professional guidelines	General professional performance	
Ethical		
Professional appearance		
Ability to perform duties		
Individual abilities and skills		
Functional outputs		
Moral akahis		
Professional Behavior		
IQ	inherent characteristics	
The existence of unique features		

Based on the steps introduced in the previous section, the qualitative output of the current research is based on interviews conducted with 9 research experts and using the theme analysis approach (identifying open codes, shaping main themes, shaping organizing themes and shaping inclusive themes).

Table number three - part of the open codes extracted from the interview with expert 1

document name	code	part	Number of characters
The first interview	Skills\Communication skills\Ability to build trust	Having a series of personal, social and communication skills that are teachable. A good marketer in the current situation should be able to create a sense of trust among tourists	153
The first interview	Skills\influence\ability to use online tools	be able to convey the features and attractions of the destinations to the tourists, while being able to make good use of online platforms for appropriate marketing	142
The first interview	Skills\communication skills\networking	The ability to establish effective interactions both with customers and with companies and cooperating people is one of the most important capabilities of an active marketer in the tourism sector. A competent marketer in the tourism industry.	174



The first interview	Skills\communication skills\effective communication abilities	The ability to establish effective interactions both with customers and with companies and cooperating people is one of the most important capabilities of an active marketer in the tourism sector. A competent marketer in the tourism industry.	174
The first interview	Desirable skills/communication skills/public relations	The ability to establish effective interactions both with customers and with companies and cooperating people is one of the most important capabilities of an active marketer in the tourism sector. A competent marketer in the tourism industry.	174

was achieved For this purpose, at first, the collected interviews were analyzed in terms of the elements forming the professional qualification system in the field of tourism marketing in the country, based on the MaxQD software and thematic analysis approach, in order to identify the relevant themes or codes and finally the relevant factors. The first step in this method is extracting open codes from nine research interviews (semi-structured interviews with nine study experts) in the area of what are the shaping factors of the mentioned system. Based on the results, a total of 59 open codes with a frequency of 189 numbers were extracted. Below are some open codes from several interviews:

Table number four - part of the open codes extracted from the interview with expert 3

document name	code	part	Number of characters
The third interview	Skills\marketing\customer knowledge	Active professionals must act professionally. That is, in the field of tourism marketing, he must be familiar with all the situations and conditions of his time. It means to be completely master of his profession. This person should be familiar with the moods and moods of people in the field of tourism	208
The third interview	Knowledge and information\ Knowledge\Specialized knowledge of tourism	Ani should know all nationalities. To know the different ethnic groups, their tastes and the way they behave. Know the target market and even consider new markets, keep informed about them and regularly expand your field of activity.	192
The third interview	Enhancing factors/continuous learning	It means to know all the nationalities, different ethnic groups, their tastes and their behavior, to know the target market, and even to consider new markets, to be informed about them, and to constantly expand the field of activity.	192
The third interview	Increasing factors/interest in the field of tourism	He must be familiar with the tastes of people and target customers, and he should be able to act professionally. In terms of working in this field, it is a bit difficult, but it is only interest that can reduce the difficulty of the work.	155
The third interview	Increasing factors/interest in the field of tourism	It is this interest that opens the way to creativity for people and increases the number of customers. Sometimes a small shortcoming causes the loss of a customer and dissatisfaction. Therefore, this area is very sensitive but very time-consuming	186

Table number five - part of the open codes extracted from the interview with expert 5

document name	code	part	Number of characters
The fifth interview	Management skills / ability to lead	The most important characteristics that should be considered is the ability to direct and lead the person in question. The guide person must have decision-making power and independence of opinion, and the passengers must also listen to the rhetoric of their leader	198
The fifth interview	Behavioral characteristics\internal characteristics\self-confidence	During the tour, the tour leader and the passengers face many unexpected incidents and events, and only if the guide has enough self-confidence can she manage the problems that arise.	191
The fifth interview	General competencies/creativity and innovation	Try to pay attention to the level of creativity of people when choosing a tour leader. Although all leaders are familiar with the general framework and shape of their jobs, creative people have the greatest chance to overcome problems in case of events that they have not faced before.	249
The fifth interview	Increasing factors/interest in the field of tourism	Tour leaders should be interested in the techniques and issues and problems of tour management and unexpected events as well as passengers, because this passion will make your chosen person to acquire more technical and scientific information in the field.	192
The fifth interview	Behavioral characteristics\internal characteristics\warm and passionate personality	Tour leaders should be interested in the techniques and issues and problems of tour management and unexpected events as well as passengers, because this passion will make your chosen person to acquire more technical and scientific information in the field.	192

Similarly, for all available interviews, open codes were extracted and defined. The next step in the theme analysis method is to refine and refine the open codes by removing the codes with a low fit with the research topic and related items, or unifying similar codes in the form of a title and achieving the main themes or themes. These main themes have shaped the indicators related to the components of the study and show the details of the criteria and metrics for evaluating the competence of marketing professionals in the tourism industry. The next steps in the theme analysis method are to categorize the main themes and form organizing and inclusive themes. In these steps, classification is done based on the essence and nature of the indicators and their similarities to each other. It should be mentioned that the output of the work was given to three experts and the necessary adjustments and corrections were made based on their opinions. Table 5 shows the main, organizing and comprehensive topics:

Table No. Six - Qualification structures of native professions in the field of tourism marketing

dimensions (overarching themes)	Components (organizing topics)	Indexes (main topics)
Skills	Communication skills	Ability to build trust
		Courtesy and courtesy
		Mastery of body language
		The power of communication
		networking
		Good expression
		Ability to communicate effectively
	market orientation	Good public relations
		Customer Orientation
		Know your competitors
		Clientology
		Understanding tourist behaviors
		Power of negotiation



	The power of influence	attraction power Ability to use online tools Create a sense of security in the customer
Knowledge and information	Knowledge	Historical knowledge Geographical knowledge fluent in English Mastery of applied knowledge Specialized knowledge of tourism Marketing expertise
		Information and awareness
	Acquired characteristics	
		Internal features
General competencies	-	



Management capabilities	-	Ethical
	-	Physical health
	-	Time Management
	-	Crisis Management
	-	Ability to manage in any situation
Auxiliary factors	-	Decision-making power
	-	Leadership ability
	-	Grooming and grooming
	-	Continuous learning
	-	Interest in tourism
	-	High curiosity

As the results show that the competence of professionals in the country's tourism marketing can be evaluated and measured based on six dimensions of skills, knowledge and information, behavioral indicators, general competencies, managerial capabilities and auxiliary factors and 52 indicators related to these six dimensions. Based on the final classification, the skills dimension includes three components of communication skills, market orientation and influence power and 15 indicators or evaluation criteria. Communication skills, market orientation and the power of influence refers to the professional capabilities and capabilities of a marketer in the tourism industry in order to attract the opinions of current and future tourists regarding the conventional and innovative ideas and services of tourism companies that rely heavily on the capabilities of their professional human resources in creating effective interaction. with potential tourists.

Another dimension identified is the dimension of knowledge and information, which includes the components of knowledge (general) and information and awareness (specialized) and 12 indicators or evaluation criteria. Specialized knowledge in tourism science is naturally part of it similar and identical to other fields of service marketing and part is completely and specialized related to the tourism industry. In both areas, there is a need to master marketing knowledge. The third dimension identified is behavioral characteristics. This dimension also includes two components of acquired characteristics and internal characteristics and 10 evaluation indices. The fourth dimension identified is general competencies, which has no component and includes 6 evaluation indicators. The fifth dimension identified is the dimension of management capabilities, which also lacks components and includes 5 evaluation indicators. In fact, the professional competence of a marketer in the tourism industry refers to the existence of the ideology of professionalism and the existence of a powerful professional identity in the individual, which is based on the belief that the industrial tourism industry is extremely fragile and vulnerable to environmental conditions and must always ready to dream with any crisis. Therefore, the existence of positive attitudes and motivations in tourism industry marketers is one of the requirements and necessities to achieve professional qualification. Finally, the sixth dimension of the competency qualification model is the auxiliary factors whose existence and presence can be effective in improving the professional qualifications of tourism sector marketers. This dimension also lacks components and includes 4 indicators. The

final step in the theme analysis approach is to draw the theme network of the identified dimensions, which is visually displayed due to the large number of themes and dimensions of the overall theme network.



Figure number three - the network of general themes of the country's tourism marketing profession qualification mo

Conclusion

The unprecedented growth of the tourism industry in the past few years and global competition have brought new challenges to the tourism marketing discussion, which has made researchers look for more effective marketing strategies. Therefore, the need for a systematic and targeted planning for marketing in Iraq is increasing day by day. Unfortunately, despite the efforts in the field of tourism, we have not achieved a worthy position in this industry. Therefore, one of the factors that can develop and improve the tourism industry in this field is the use of effective professional qualification tools and parameters. Based on this, there is a need for a model under the title of tourism marketing professional qualifications, which is a guide for individuals and managers to create, promote or develop qualifications that optimize tourism skills.



Based on the examination of the frequency of codes related to the indicators for measuring the competence of tourism marketing professions derived from the research literature, the indicators of verbal skills, cultural intelligence, knowledge of one's profession, the ability to create effective relationships with customers, ethical awareness, individual creativity and job commitment were the indicators that were mentioned at least 15 times. The attention of experts has been drawn and to put it simply, their frequency was at least 15 cases. Table 6 refers to these indicators and their frequency. In the following, these indicators and what they are and why they are important will be examined. Verbal skills among all people working in the tourism industry, especially in the field of tourism marketing activities, are key and highly effective competencies. Verbal skills are among the most important communication skills that help marketers in the tourism industry to communicate effectively with customers. Verbal skill and the ability to use words in a principled and effective manner is a tool that most people in different jobs use to influence customers. Verbal communication is a skill that needs training and practice, and becoming professional It helps the marketer to improve the quality of his relationships and, in addition, to become a charismatic personality in the eyes of customers and other stakeholders. This skill relies on a person's ability to correctly use words and effectively perform the rhythm of words in different situations.

Cultural intelligence is another important indicator of competence of professionals in the field of tourism marketing; Among the skills needed in the 21st century, especially in the tourism sector, the ability to continuously adapt to people from different cultures and the ability to manage intercultural communication are important. The need for effective interaction with customers from various domestic and foreign cultures on the one hand, and the need to establish favorable interaction with native and local residents of tourist areas on the other hand, requires people who are familiar with different cultures and can communicate with people from other cultures. establish appropriate For this purpose, the tourism industry needs people with high cultural intelligence. It is noteworthy. In the field of tourism marketing, studies such as Luca et al. showed that the existence of intercultural skills such as a detailed knowledge of the culture of the country or the tourism region is one of the most important aspects of the professional competence of employees in the tourism sector, and this ability, along with capabilities such as advanced knowledge in the field of tourism science, In general and the tourism sector in particular, it can be the point of differentiation of professional tourism activists from others. High-level professional knowledge is another factor that distinguishes a professional tourism marketer from a normal marketer in the tourism industry. Today, with the rapid development of specialized knowledge and professions in various jobs and the specialization of jobs in many fields, including tourism, having a wide and updated range of professional knowledge can help people in the path of better individual performance. According to the existing definitions, professional knowledge refers to the sets of information and knowledge related to the job, which are derived from the structures, tasks, responsibilities and perspectives of a job, and without having it, one cannot expect people to perform the job description correctly. On the other hand, due to the rapid growth of knowledge in the tourism sector, it is not enough to have the knowledge of official professions and it is necessary to update this knowledge regularly and use its new domains. The skill of creating an effective relationship with customers is one of the most important and fundamental competencies required in tourism industry marketing. In fact, this skill is for the correct transmission of the message and refers to the verbal and non-verbal abilities and skills of people in order to transmit the message. In an effective communication, the transmission



of thoughts and feelings should be two-way. While verbal skills include dialogue and negotiation; Non-verbal skills include body language and facial expressions. Therefore, a marketer in the tourism industry should not only have the skills to communicate verbally and non-verbally, but should also have the skills to create conversational conditions and convey messages to customers so that he can be considered to have the skills to create effective communication. Huang and Lee introduced communication capabilities as a key component in the field of tourism marketing, and Ko et al. also stated that communication skills are the factors that create trust between the parties of tourism contracts, and therefore this study is in line with previous studies.

Ethical awareness, ethics, or the observance of professional ethics in any industry and job, is one of the essentials of functional professions. This issue is of double importance in the tourism industry, because this industry interacts completely directly and indirectly with its customers, both buyers of tourism services and providers of these services. Actually, professional ethics in tourism marketing includes the principles, duties and standards of individual and organizational behavior expected from professionals working in this profession. People working in professional positions in the field of tourism, especially in the field of tourism marketing, use their skills and knowledge to do their work. These people are able to judge, apply skills and knowledge and make decisions based on their knowledge in situations where the general society is not able to do this due to lack of this knowledge and skills. How to use this knowledge and skills when providing services to customers is a moral issue and a matter of professional ethics. Individual creativity in the tourism industry and among marketers active in this industry is another indicator of the competence of these people's professions. In fact, the existence of this creativity beyond professional and formal knowledge can lead to the provision of unique services or the provision of more seductive offers by marketers to customers. Individual creativity refers to the mental capabilities of people in order to present innovative ideas within the scope of their responsibilities and duties. A marketer with a creative mind is well able to create competitive advantages for his company and organization by presenting pure and innovative ideas to customers. Therefore, individual creativity as a more inherent factor and of course to some extent acquired and cultivated through practice, can distinguish a professional and competent marketer from ordinary marketing in the tourism industry. Job commitment was another factor that has been highly mentioned in the field of competence of people in the tourism industry. Job commitment is one of the characteristics of the relationship between an organization and its employees. A committed employee is someone who is completely fascinated and interested in his work and therefore takes positive steps to advance the goals and strategy of the organization. A committed employee has a positive approach to the organization and its values. In this way, a professional and competent activist in tourism marketing should have a strong and permanent commitment to the organization and its goals, so as to focus all his attention on career development in line with organizational goals.

Table number seven - indicators with the highest frequency (literature and interviews)

Top indicators from the literature		
Code frequency	Indicator	Row
15	Verbal skills	1
18	Cultural Intelligence	2
19	Knowledge of one's profession	3
21	Ability to create effective relationship with customers	4
22	Moral awareness	5
16	Individual creativity (creative skills)	6
26	Job commitment	7
Top indicators from the interviews		
Code frequency	Indicator	Row
7	Literacy of using the online environment	1
6	Courtesy and courtesy	2
10	Ability to communicate effectively	3
7	Good public relations	4
8	Knowledge of different cultures	5
5	Geographical knowledge	6
9	Specialized knowledge of tourism	7
6	Behavioral flexibility	8
7	Self Confidence	9
5	Individual creativity	10
5	Capability in leadership	11

But based on the analysis of the interviews conducted with experts, 11 indicators with a frequency above 5 can be considered as the most important indicators of professional competence in the field of tourism marketing. Based on the opinions of experts, the indicators of literacy are using the online environment, politeness and politeness, ability in effective communication, good public relations, knowledge of different cultures, geographical knowledge, specialized tourism knowledge, behavioral flexibility, self-confidence, individual creativity and leadership ability. , are the most important and key indicators that shape a professional and competent marketer in the tourism industry. Table 7 introduces these indicators and their frequency. As it can be seen, some of the indicators of professional competence obtained from the interviews are similar to the indicators obtained from the literature. Computer literacy, and more specifically, the literacy of using online communication channels, is one of the most important competences of marketers, and perhaps it can be said that it is the most important ability and competence of a marketer in today's world. Considering the extensive presence of customers in virtual space and media and virtual networks, the ability of a marketer to establish effective interactions with customers through online communication channels is an advantage and excellent performance for both individuals and companies. But three other



important indicators, all of which are included in the subcategory of people's communication capabilities and competences, are politeness and good manners, ability in effective communication and good public relations. A professional marketer in the tourism industry knows very well that the mental image of the company providing tourism services is one of the most key and vital factors affecting the desire to repeat experiences by customers. Therefore, each and every factor directly involved with tourists in the tourism industry has an urgent and vital need to comply with the above three key communication indicators, and without them, the performance and behavior of the profession will be questioned.

On the other hand, the three knowledge and information indicators of awareness of different cultures, geographical knowledge, and specialized tourism knowledge are among the most important needs of a professional marketer in the tourism industry. Without the knowledge, information and awareness of different cultures (either the cultures of customers or the cultures existing in different geographic regions) and climatic and geographic knowledge and awareness, practically a marketer is not able to design ideas, solutions or services that are different from other competitors in the industry. It is not tourism and these competencies are actually considered fundamental abilities in the world of professional tourism. In addition, specialized and formal professional knowledge (which, of course, has not been addressed much in the country's tourism

industry and tourism management graduates are not able to use their specialized knowledge in this field) is considered one of the other key foundations of professional competence in the tourism industry.

Finally, the four indicators of behavioral flexibility, self-confidence, individual creativity and ability in leadership are among the factors (to a large extent) internal and inherent in people, which, of course, can be cultivated and developed through education and acquisition. The presence of such characteristics and indicators in people can distinguish a professional person from a non-professional person in critical or complex situations. The tourism industry and tourism marketing will not be able to influence the behavior and decisions of customers without the presence of people who are capable of showing behavioral flexibility and have a high level of self-confidence and creativity. In addition, the ability to lead refers to the existence of charismatic abilities in a person, and the existence of such abilities and characteristics means the ability to deeply influence others. A topic that can only be seen in a professional marketer. Also, self-confidence was one of the internal indicators strongly emphasized by experts in the field of tourism marketing; The issue that has been mentioned in various studies such as Carter and Yeo, Al-Azazi et al., and Loveland et al., is in line with the research results.

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