



## Tourism Advertising and Its Effect on Developing Ultimatum for Archaeological Tourism in Iraq

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### Abstract

The study deals with the influential significance of tourism advertising according to ultimatum of archaeological tourism in Iraq, noting the slow development in this essential sector and the minimal tourism interest despite the wealth of tourism assets in the country. Most information is gathered by distributing a survey to a travel model of tourism and travel agencies among the city of Baghdad and other provinces, with 50 participants, resulting in 30 valid questionnaires being returned for statistical examination. One employed the SPSS / V23 software to analyze the responses from the survey. By evaluating the study hypotheses, one found that tourism marketing significantly contributes to enhancing tourism demand within the examined travel and tourism companies. The study also highlights the importance of leveraging the elements of the tourism marketing mix and ensuring alignment among its components to improve its effectiveness in boosting tourism demand in travel and tourism organizations.

**Keywords:** Tourism, Tourism Advertising, Tourist Ultimatum, Development of Tourist Ultimatum.

### Introduction

The tourism industry represents a crucial strategic option for Iraq in its efforts to enhance economic growth, even though the development within this sector has been relatively slow compared to our nation's abundant tourism potential. Recently, executives in travel and tourism firms have recognized the necessity of activating the components of the tourism marketing mix to boost demand for their services. This involves gaining insights into customer behavior, identifying their needs, and continuously improving both the service characteristics and the delivery methods. Such efforts positively influence the demand for services offered by travel and tourism companies and strengthen their capacity to compete effectively against rival campaigns, thereby serving as a vital component in the implementation of Iraq's development strategy.

#### 1. Section One

##### 1.1 Methodology of the Study

##### 1.1.2 The Problem of the Study

The study issue is encapsulated in the subsequent inquiries:

- In what ways does tourism advertising enhance the demand for archaeological tourism?
- What is the current standing of tourism advertising within travel and tourism enterprises?
- Are tourism advertising theories and principles effectively applied to foster the demand for archaeological tourism by travel and tourism companies?
- Is there any important correspondence between the effectiveness of the components of the travel advertising mix as well as a level of demand for travel products provided by travel and tourism companies in Iraq?



### 1.1.3 The Objective of the Study

- Assessing the influence of the tourism advertising mix on enhancing demand for archaeological tourism is crucial.
- It highlights the significance of strategic tourism advertising in boosting interest in archaeological tourism, which is facilitated by travel and tourism companies through the implementation of a robust advertising strategy.

### 1.1.4 The Significance of the Study

**This study focuses on the underscoring by the following points:**

- Emphasizing the role of tourism advertising in enhancing the demand for archaeological tourism.
- Identifying the challenges faced by companies and archaeological tourism sites in Iraq.
- The findings of this study will aid in promoting the demand for archaeological tourism in Iraq.

### 1.1.5 The Hypothesis of the Study

- The primary hypothesis posits that a notable correlation exists between tourism advertising and the growth of demand for archaeological tourism.
- The secondary hypothesis asserts that tourism advertising has a significant impact on the advancement of demand for archaeological tourism.

## 2. Section Two

### 2.1 The Theoretical Dimension

#### 2.1.1 The Concept of Tourism Advertising

##### 2.1.1.1 The Meaning of Tourism Advertising

Tourism advertising shares fundamental principles with general advertising, and tourism professionals need to grasp these core concepts thoroughly to apply them effectively and professionally in their field. A significant definition provided by "Jobber" highlights that tourism advertising focuses on three key elements, including: (Al-Saeedi, 2008: 30):

- A focus on customer needs.
- Establishing an organization that interprets and executes the aforementioned directives.
- Ultimately, ensuring long-term social benefits for these customers. Consequently, tourism advertising is a managerial and technical endeavor undertaken by tourism entities both domestically and internationally. Its purpose is to recognize and analyze potential tourism markets and to engage with them to enhance and expand the influx of tourists, while also aligning the tourism offerings with the interests of travelers.

**The World Tourism Organization identifies three key functions of tourism advertising, which are:**

- **Communication:** which involves persuading customers that tourism services align with their preferences, achieved through various strategies.
- **Development:** This entails the planning and creation of new opportunities that can enhance sales capabilities.
- **Monitoring:** which allows us to optimize the utilization of existing tourism resources by employing various techniques. This highlights that genuine tourism advertising starts and concludes with the customer, or the tourist. (Al-Zaghbi, 2013: 66)



## 2.2 The Significance of Advertising in Tourism

- A- Tourism advertising aids in examining and understanding consumer behavior, which positively influences the optimization of managerial and advertising choices.
- B- Tourism advertising enhances organizational efficiency by turning potential customers into actual ones.
- C- The tourism industry is very competitive, necessitating effective information management for gaining a competitive edge.
- D- Promoting tourism products in a financially viable manner.
- E- Generating numerous job opportunities, since the involvement in advertising activities within the organization necessitates personnel. (Ehsan, 2017: 24)

## 2.3 The Synthesis of Tourism Advertising

**The advertising synthesis consists of the following elements:**

**A-Tourism product:** It constitutes the advertising combination and comprises a collection of goods and services that the organization provides to its clients.

**B- Tourism price:** It refers to the sum that the customer spends on a product or service, and its establishment relies on various factors and criteria including cost or market value.

**C- Tourism distribution:** It refers to the location where the product is marketed and the authorized avenues for delivering the product to the end consumer.

**D- Tourism promotion:** This encompasses all communication methods between the tourism business and its clients, including advertising, public relations, direct sales, and more. It plays a key role in shaping and sizing the product to enhance customer consumption.

**E- Physical surroundings:** This encompasses tourist sites like structures, landmarks, natural scenery, and artificial ones such as apparatus, instruments, and methods through which the service is delivered.

**F- Service evaluation process:** The delivery of the service is connected to the human resources allocated to it, and the provision of the tourism service involves particular methods and techniques, operating within a defined set of procedures that cannot be disregarded or circumvented.

**G- Service providers (individuals):** They form the foundation of the advertising combination, and any shortcomings from them will adversely affect the product. Consequently, tourism firms are eager to implement internal advertising initiatives to enhance the skills of their workforce and boost their effectiveness. (Marwan, 2012: 86-87)

## 2.3 Tourism Demand

### First: The Notion of Tourism Demand

The growth of tourism demand amid the crises facing Iraq's tourism sector is connected to the efficiency of tourism advertising as a means to boost demand for tourism offerings. Consequently, tourism demand is characterized as a collection of trends and wants directed at a nation, influenced by various factors. (Haiba, 2017:1)

Tourism demand can be characterized as the behavior of travelers to buy a particular tourism product or travel to a specific area or tourist nation, which is made up of a complex blend of various factors that signify the motivations, abilities, inclinations, and personal requirements



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influencing tourism consumers in regard to the demand trends for a specific area. (Marwan, 2012: 30) It is likewise described as the overall count of tourists utilizing the tourism services, regardless of whether they are citizens of the nation or visitors from abroad. (Maha, 2017: 400)

## Second: Features of Tourism Demand

**Tourism demand is defined by a collection of features that can be outlined as follows:**

- A- Elasticity:** The demand for tourism is very elastic in relation to the different factors that influence demand, especially price, and they have an inverse relationship
- B- Thoughtfulness:** The demand for tourism is very responsive to shifts in politics, security, and social conditions. Nations experiencing political and security turmoil are unable to draw in tourists, regardless of how low their service rates may be.
- C- Seasonality:** The demand for tourism is marked by high activity during specific times known as peak tourism seasons and low activity during other periods referred to as tourism recession seasons. This results from climate conditions and organizational elements in the tourists' home countries, like holiday schedules and festivals.
- D- Expansion:** The demand for tourism is consistently rising over time.
- E- Competition:** The demand for tourism is marked by fierce rivalry, as certain countries dominate the market owing to their appealing tourist sites. In addition, tourism services typically face competition from alternative products and services, as they are considered a luxury necessity (Heiba, 2017: 31-32).
- F- Oneness:** Meeting the needs and wants of tourists in a specific location does not guarantee that they will return to this area, as tourist demand is highly flexible due to its connection with unquantifiable personal motivations, such as trends and climate. The human desire for knowledge encourages individuals to broaden the range of places they explore.
- G- Connection to financial means:** The demand for tourism is closely related to tourists' financial means, which are influenced by the economic prosperity levels of both the originating and destination countries, as well as the advancement of transportation and communication methods. (Samira, 2015: 336)

## Third: Elements Influencing Tourism Demand

**Several factors influence the amount of tourism demand, which we outline as follows:**

- A- Income:** The earnings that families and individuals obtain are a fundamental factor that significantly influences the demand for tourism services, and the overall income that these individuals acquire replenishes the total services available and the likelihood of demand for them.
- B- Price:** The cost plays a crucial role in establishing the demand for tourism services, since tourism demand responds flexibly to price changes. Elevated prices result in a drop in tourists' desire for the services offered in this region, indicating that the traveler is influenced not just by the quality of the tourism services, but also considers the cost.
- C- Population:** The demand for tourism is influenced by the population size, and there is a direct correlation between the two. As the number of residents rises, so does the level of tourism demand, along with other elements like occupation, age.



**D- Social class:** Each society possesses a distinct framework for social classes, and numerous studies indicate that many organizations have struggled to grasp and acknowledge the influence that their advertising strategies should have in comprehending and diagnosing the types of services tourists desire by recognizing the factors influencing demand to create products and services aligned with the structural characteristics of social classes.

**E- Urbanization:** The process of urbanization entails significant and fundamental shifts in social relationships and the behavior patterns of tourists, their traditions and values, and is paired with distinct intellectual and material transformations in lifestyle. A direct connection exists between the demand for tourism and the urbanization element. (Sami and Intesar, 2015: 319-321)

### 3. Section Three

#### 3.1 The Practical Aspect

##### 3.1.1 Introduction

The study hypotheses are formulated as questions, and the haphazard model is taken at the hands of an administrative leaders at the tourism companies, as they belong to the study culture to test a rule power. Such instruments and techniques employed by gathering and assessing information regarding a state of tourism advertising and its contribution to boosting the interest in archaeological tourism were identified, as described in the subsequent paragraphs:

**First:** The study is conducted at tourism companies in Baghdad to examine its variables through the items of the validated scales.

##### **Second: Reading populace as well as model:**

Scrutinizing populace includes administrative leaders from tourism companies, with (50) questionnaires distributed to the chosen sample. However, upon their return, only (30) are collected since some were not fully completed, and they are processed in a manner beneficial to the study project.

##### **Third: Instruments utilized:**

The subsequent instruments and techniques are employed for analytical objectives:

##### **Survey:**

The questions sequences are formulated toward fulfilling the points of a revision concerning the chosen issue, aim at gathering information beside data to derive statistical outcomes for assessing study details. The collection of scales is utilized, accepted once being organized and constructed in line with the study's needs and guidelines, utilizing a five-point scale for the variable statements, as detailed according to the appendage.

##### **Explanation of a survey:**

This is regarded as a main tool on behalf of assessing, examining, as well as evaluating queries or theories related to specifying tourism marketing and the degree of its integration and factors driving the demand for archaeological tourism, based on the study variables in the theoretical framework.

##### **The survey is split into:**

- **The main dimension:** encompassed the independent variable and comprises (10) items focused on tourism advertising.
- **The minor dimension:** encompassed the dependent variable (growing interest in archaeological tourism), which consists of (10) items.



### 3.2 Description of Data and Analytical Approaches:

A range of statistical techniques and methods are employed to derive results throughout the study, enabling the evaluation of hypotheses aimed at comprehending the issues and addressing the inquiries posed in the study using SPSS v23: (Barakat, 2013, ([www.site.iugaza.edu.ps/nbarakat-SPSS.pdf](http://www.site.iugaza.edu.ps/nbarakat-SPSS.pdf)))

### 4. Constancy Investigation:

**Survey stability:** This refers to obtaining favorable outcomes through the tools and metrics, ensuring consistent results when applied multiple times consecutively. If the researcher re-administers the measurement, she should receive identical results. The stability of the items concerning the researched variables is determined based on the responses from the sampled participants, utilizing the five-point Likert scale, and the findings are as follows:

**Cronbach's Alpha Coefficient:** This metric is utilized when we aim to assess the consistency of the results derived from assessments or surveys evaluating a topic whose vocabulary is presumed to be uniform. Upon obtaining the stability coefficient, its value is found to be higher (0.70), indicating that the questionnaire's stability is acknowledged and its outcomes can be assessed, making it appropriate to the exploration of the knowledge where a survey is considered a dependable instrument. Regarding the outcomes, they are as shown in Table 1)

Items	Cronbach's Alpha	Interpretation
Tourism Advertising	0.91	(Pass the test) There is consistency in the questionnaire items
Development of Human Resources	0.96	(Pass the test) There is consistency in the questionnaire items
All questionnaire items of the survey	0.95	(Pass the test) There is consistency in the questionnaire items

**Source:** Prepared by the researcher based on the results of SPSS V23 program.

**5. The variables of the study's significance** (advertising vacation industry) as well as (enhancing demand for archaeological tourism)

It refers to the responses from the sample group, consisting of (30) individuals, concerning the sections and queries of a survey tied with the autonomous moveable (tourism advertising) and the dependent variable (enhancing demand for archaeological tourism) wherever those boards are embraced to display the leanings of a model's reactions to per capita item concerning a survey variables such as the calculation means, typical abnormality and their virtual rank are recycled regarding a response strength medium according to the table 2.

**Table (2) Estimated scale according to the five-point Likert scale**



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Responses	Maximum	Level
Absolutely disagree	From 1 to 1.79	Low
Disagree	From 1.80 to 2.59	Low
Not sure	From 2.60 to 3.39	Mid
Agree	From 3.40 to 4.19	High
Absolutely agree	From 4.2 to 5	High

Source: (Barakat: 2013: P13).

## 1. Tourism Advertising:

To ascertain the degree to which tourism advertising aspects are present in tourism companies (study model), the study questionnaire included its axis for evaluating tourism marketing (10) items. The sample's responses to the tourism marketing items are as follows:

The study sample's level of agreement on the majority of the variable's items is indicated by the relative importance value reached (67.61%), which is an average percentage. Its arithmetic mean, which is 3.38 and falls within the range of 2.60 to 3.39, indicates that the sample's responses lean toward uncertainty, and its standard deviation, which is 1.50, shows how consistent the responses are with regard to (tourism advertising), as indicated in Table 3.

**Cause:** Arranged at the hands of an investigator according to a test outcomes based on a SPSS V23 program. Such important points of the items of the variable (travel advertising) are dispersed among the uppermost smooth of comeback attained by item (X7) through the mathematics mean value of (3.93) and a typical deviance of (1.413), beside a comparative significance of (78.68%) in the direction of approving the most of the survey model members approved concerning this item, suggesting (the availability of security and safety within archaeological areas), while item (X4) accomplished a deepest degree of response in relation to all pieces (tourism advertising) by means of the mathematics rate grasped (2.77) in addition to its typical deviance was documented (1.716), and a qualified significance established (55.40%), approving that the furthestmost members of the diagram agree the fact of (a feeling of security when dealing with theater guides).

## Table (3) Explanation related to model responses concerning the items of the tourism advertising moveable



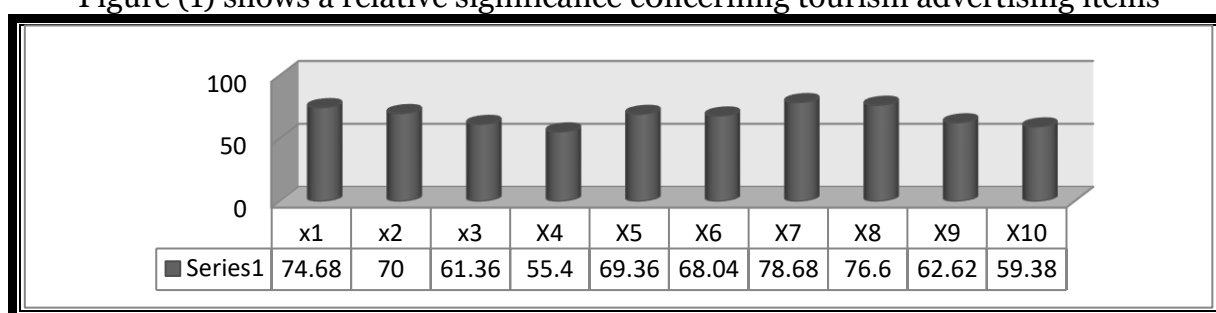
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relative importance %	Standard deviation	Arithmetic mean	Items										Expansive	
			Sample answers and percentages											
			%	f	%	F	%	f	%	f	%	f		
74.68	1.530	3.73	46.7	14	23.3	7	-	-	16.7	5	13.3	4	x1	X  Tourism advertising
70.00	1.383	3.50	23.3	7	46.7	14	-	-	16.7	5	13.3	4	x2	
61.36	1.507	3.07	26.7	8	20	6	-	-	40	12	13.3	4	x3	
55.40	1.716	2.77	26.7	8	16.7	5	-	-	20	6	36.7	11	X4	
69.36	1.432	3.47	26.7	8	40	12	-	-	20	6	13.3	4	X5	
68.04	1.453	3.40	26.7	8	36.7	11	-	-	23.3	7	13.3	4	X6	
78.68	1.413	3.93	56.7	17	13.3	4	-	-	26.7	8	3.3	1	X7	
76.60	1.440	3.83	53.3	16	13.3	4	-	-	30	9	3.3	1	X8	
62.62	1.432	3.13	30	9	13.3	4	-	-	53.3	16	3.3	1	X9	
59.38	1.671	2.97	30	9	16.7	5	-	-	26.7	8	26.7	8	X10	
67.61	1.50	3.38	Total											

**Foundation:** Arranged via an investigator founded on a test outcomes using SPSS V23.  
Figure (1) shows a relative significance concerning tourism advertising items



2. Developing the demand for archaeological tourism: It includes (10) items for finding any level of handiness to develop the demand for archaeological tourism in tourism companies (investigation sample), as well as its results' answers are by way of surveys:

The scale of its virtual significance touched (60.12%), which is an average percentage that confirms the agreement of the study sample on most of the items of this variable, as its arithmetic mean was recorded (3.01), that decreases in this era (2.60 to 3.39), mirroring that a model's responses tend in the direction of uncertainty, beside typical deviance about (1.609), showing a degree of similarity of all responses regarding (developing a demand for archaeological tourism) such as shown in table (4).



**Table (4) Explanation concerning the responses of the sample about the increasing ultimatum for archaeological tourism**

relative importance %	Standard deviation	Arithmetic mean	Items										Expanse	
			5		4		3		2		1			
			Sample answers and percentages											
			%	f	%	f	%	f	%	f	%	f		
68.64	1.331	3.43	23.3	7	40	12	-	-	30	9	6.7	2	Y1	Y Developing demand for archaeological tourism
67.28	1.426	3.37	23.3	7	40	12	-	-	23.3	7	13.3	4	Y2	
62.60	1.570	3.13	23.3	7	33.3	10	-	-	20	6	23.3	7	Y3	
55.26	1.524	2.77	23.3	7	13.3	4	-	-	43.3	13	20	6	Y4	
61.28	1.574	3.07	33.3	10	10	3	-	-	43.3	13	13.3	4	Y5	
62.04	1.605	3.10	36.7	11	6.7	2	-	-	43.3	13	13.3	4	Y6	
62.04	1.605	3.10	36.7	11	6.7	2	-	-	43.3	13	13.3	4	Y7	
55.34	1.832	2.77	36.7	11	3.3	1	-	-	20	6	40	12	Y8	
55.34	1.832	2.77	36.7	11	3.3	1	-	-	20	6	40	12	Y9	
51.38	1.794	2.57	30	9	6.7	2	-	-	16.7	5	46.7	14	Y10	
60.12	1.609	3.01	Total											

**Foundation: Arranged via an investigator founded on a test outcomes using SPSS V23.**

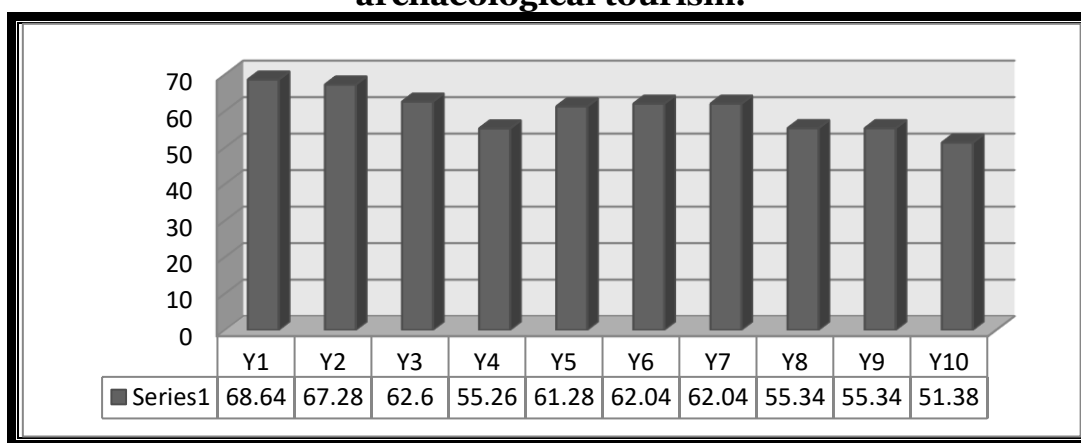
Such ranks of significance about these objects of the adaptable (developing demand for archaeological tourism are dispersed between the uppermost point of comeback accomplished via item (Y1 by a mathematics way) of (3.43) in addition to a typical deviance of (1.331), beside the relative significance of (68.64%), confirming the fact of the most supporters of the survey model approved such item, that proposes (encouraging the components of archaeological tourism attractions in Iraq to carry out tourism in it), while item (Y10) accomplished a lowermost point of response surrounded by these items, such as its calculation way touched (2.57) and the typical deviance documented (1.794), in time the expected significance established (51.38%), approving that the maximum participants of the sample never approve the fact of (entertainment places,



restaurants, hotels or villages are tourism projects that help develop demand for archaeological tourism).

To compare the items (developing demand for archaeological travel) concerning the virtual significance, Figure 2 shows that.

**Diagram (2) displays a virtual significance of the matters on developing demand for archaeological tourism.**



### Sixth: Testing the Hypotheses of the Study

The relationship between the study variables is ascertained using the Pearson correlation coefficient. The independent effect adaptable comparing to a reliant adaptable is tested via F-test, the simplest recession exemplary, as well as a constant of purpose  $R^2$  in comparison with determining the percentage of a self-governing adaptable contribution that affects a reliant mutable. So, the following items are part of the study's assumption check:

#### 1. Examining a relationship and influence hypothesis

The constant relationship concerning the mutable and variables is extracted to illuminate a direction and strength of the relationship between the mutable of an assumption, to test the theories of the relationship among (tourism advertising) and (developing demand for archaeological tourism). The hypothesis will be accepted if the relationship constant value falls among (0.50) and (1), which shows a power of the relationship bond.

Such a significance of a relationship between an independent variable (tourist advertising) and the dependent variable (growing demand for archaeological tourism) is assessed using F-check. The statistically substantial influence can be existing in time that a prospect rate Sig. is smaller than the import degree of 0.50, and vice versa. The important outcome is present if the computed rate of (F) is higher than the prospect board rate, and vice versa. A proportion of interpretation of (tourism advertising) and its accomplishment of the variable (growing demand for archaeological tourism) is displayed by the rate of a constant purpose of  $R^2$ , that is also extracted.

**The following is how the theories may be experienced:**

**The First Main Theory** is that the growth of demand for archaeological tourism and tourism advertising have a statistically significant moral association.

**The second major hypothesis** is that tourism advertising has a statistically significant moral impact on the growth of demand for archaeological tourism.



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The results of the test of the theory of association and impact between both variables are agreeing with the ideas of the survey model, that have been showing in figure (5):

Accommodating a first main theory, exposing that (there is a constant important moral relationship between tourism advertising in addition to the development of demand for archaeological travel) thru a sureness degree of (95%), such as a rate of the constant relationship was documented (0.68\*), that is important to found this proper relationship between them. And there is an important influence of a mutable (tourism advertising) on (developing demand for archaeological tourism), such as a considered F rate touched (24.470), that is significant, meaning that to accept a second main theory (there is an influence among the variables), while the constant rate of purpose is (0.47%) indicating a fraction of the effect and impact of (tourism advertising) to (developing demand for archaeological tourism).

**Diagram (5) Outcomes of analysis the main theory (association / influence) of the tourism marketing mutable in developing demand for archaeological tourism**



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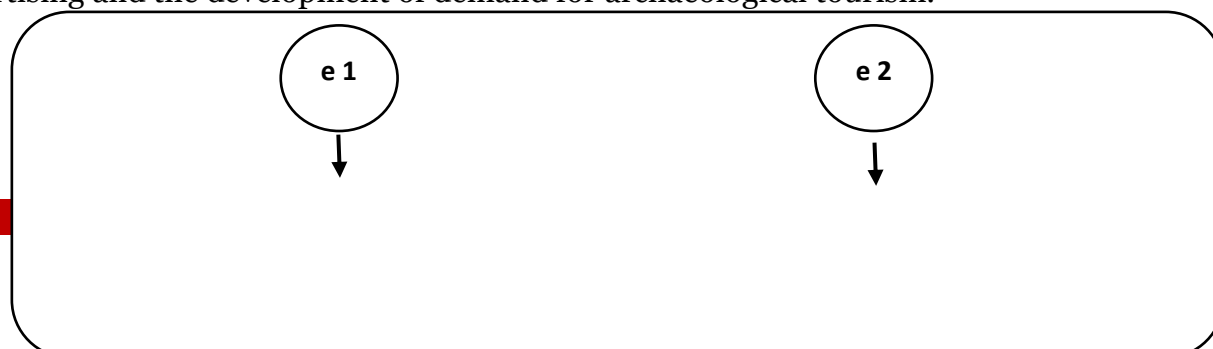
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	probab ility value sig.	The schedu ling	The accoun tant			Dependen t	Indepen dent
There is a significant relationship between tourism marketing and the development of demand for archaeological tourism, and thus the acceptance of the first and second main hypotheses, and accordingly there is an impact.	0.000	4.20	24.470	0.47	0.68*	Developin g demand for archaeolo gical tourism	Advertis ing of Tourism

**Foundation:** Arranged by an investigator founded on the outcomes of SPSS V23 platform.

**Figure (3)** shows the confirmation of the relationship and connection between tourism advertising and the development of demand for archaeological tourism.





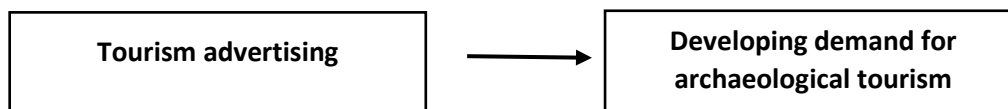
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## Seventh: Recommendations and Conclusions

Every scientific training product more or less findings founded on the reactions of the study model, that are assessed and examined under the project's scientific directions as described in the first item. Founded on these findings, a fixed of assumptions is drawn in the second item, and the third item contained commendations of its own.

### A: Judgements:

1. Based on the study sample's responses, there is a constant important correlation and impact among (tourist advertising) and (growing demand for archaeological tourism).

### B: Findings

1. Based on the responses of the sample members, the results verified that tourist advertising plays a role in creating demand for archaeological tourism, which is a key strategy for growing the nation's tourism industry.
2. One of the most crucial elements that goes into the advertising process for archeological tourism is the provision of protection and safety.
3. When it comes to offering services in tourist destinations, timeliness is a crucial consideration.
4. The price breaks offered for the rendered services promote the use of archaeological sites.
5. The media helps in introducing suitable tourism programs and services for tourists.
6. The guides are skilled in explaining historical information about the archaeological sites.
7. The archaeological tourist attractions in Iraq encourage tourism there.
8. The methods and means for the tourist to know about the archaeological sites are sufficient.
9. The archaeological sites contribute to highlighting the civilizational dimension of the country.
10. Most tourists want to return to visit the archaeological sites again.

### Suggestions

1. Because it is crucial in boosting tourists' interest in visiting ancient sites, always strive to offer a sense of security and safety.
2. Offer deals and discounts in archaeological sites to entice visitors to return often.
3. To make access to archeological sites easier, pay attention to the routes that go there.
4. Provide knowledgeable guides who will honestly discuss historical details regarding archeological sites.
5. Try to raise awareness among visitors about the need to protect antiquities from harm and destruction.



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6. Establish entertainment centers, dining establishments, lodging facilities, or villages—these tourism initiatives contribute to the growth of the demand for archaeological tourism.

7. Take steps to address issues that visitors run across when they visit archeological sites.

8. Install signboards in locations related to archaeology.

## Appendix

## Survey

Ministry of Higher Education  
and Scientific Research  
Al-Mustansiriya University  
College of Tourism Sciences  
Department of Tourism

## Survey

Dear respected professor... Peace be upon you

Assumed your professional and scientific proficiency in your arena, we would appreciate your collaboration in replying the survey's items via insertion (✓) at a choice that you believe is suitable on behalf of the queries posed. This can help the study reach precise logical and applied consequences that donate an expansion of the travel area in the profession market. The study questionnaire can be called "(Tourism Advertising and its Impact on Developing Demand for Archaeological Tourism in Iraq)" and it represents a field study of the opinions of a sample of administrative leaders in tourism companies in Baghdad.

**And Allah is the Grantor of success...**

**The Researcher:**

Absolutely agree	Agree	Not sure	Disagree	Absolutely Disagree	Items	No.
					Tourism advertising is determined by the elements of the advertising combination, which are:	
					Discounts on prices in archaeological sites encourage visits.	.1
					Easy access to archaeological sites	.2
					Feel safe when dealing with theater guides	.3
					The media helps in introducing tourism programs and services suitable for tourists.	.4



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					In archaeological areas, the importance of preserving archaeological statues and protecting them from damage and natural disasters is highlighted.	.5
					Providing security and safety within archaeological areas	.6
					Punctuality in providing services within tourist sites	.7
						.8
					Regularity in providing discount for the services within tourist sites	.9
Demand for archaeological tourism: is embodied in several dimensions such as:						
					Iraq's archaeological tourist attractions encourage tourism there.	.1
					The methods and means of informing tourists about archaeological sites are sufficient.	.2
					The archaeological sites have all the necessary archaeological tourism qualifications for you (natural qualifications, historical qualifications, traditional industry)	.3
					There are problems you may encounter during your visit to the archaeological sites.	.4
					Want to return to the archaeological sites?	.5
					Archaeological sites contribute to highlighting the country's cultural dimension.	.6
					Workers in archaeological areas pay attention to these areas in terms of preserving antiquities, statues, cleanliness, etc.	.7
					The presence of signboards for archaeological sites	.8
					Demand for archaeological tourism is an important means of developing the tourism sector in the country.	.9



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					The locations of tourism projects (entertainment, restaurants, hotels or villages) help to develop the demand for archaeological tourism.	10
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