



Evaluation and development of urban tourism with a sustainable development approach (Case study: District Ain Al-Tamur of Kerbala)

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Abstract

The management and development of urban tourism is a balancing weight to achieve sustainable urban tourism. Any type of inefficiency in the management of urban tourism has many negative consequences due to the complexity of the tourism flow in today's era. In this regard, a special attitude towards urban tourism can be considered one of the most important factors of sustainable urban development. For this purpose, today, in addition to observing the growth of scientific studies and research, we are witnessing a change in the attitude of many city managers in this direction, so leafy cities such as Kerbala have also benefited from this issue. This research is analytical-descriptive in nature and has an applied purpose. Therefore, the importance of investigating the development of urban tourism has become one of the most profitable and important types of tourism. Since the Ain Al-Tamur region as a region with diverse tourist attractions, the presence of important economic centers and specialized markets with extra-regional and extra-urban functions as the main pillar of the region's economy has led to the concentration of commercial activities. Accordingly, a large number of visitors come to this area every day, so proper planning in the field of creating a suitable tourism environment in the area can help the sustainable development of this area. In this regard, the SWOT model has been used to analyze the current research. Based on the obtained results, the performance in the field of tourism in the region is weak and faces many extra-systemic challenges. Based on the obtained results, solutions and suggestions were presented in the field of the formation of centralized tourism management in the region.

Key words: urban tourism development, SWOT, sustainable development, Ain Al-Tamur district of Kerbala.

Introduction

An important point is the need to rely on indicators for sustainable urban tourism, which are necessary to describe different contexts and as tools for decision-making. In fact, a set of indicators has been developed in the areas of sustainable urban development and sustainable tourism, as well as for sustainable heritage (heritage is the main physical component of cities and the main driver of urban tourism). (Lerario & Di Turi, 2018). At present, urban tourism is common in large and small cities, and urban places often have a combination of historical and cultural attractions, shopping malls, parks, restaurants and other attractions in the city. And the establishment of



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many local tourist attractions, but later made the use of tourists stronger. They serve as entry and exit points for tourists to the country or region. Therefore, the development and construction of special urban areas is essential (World Tourism Organization, 2012).

Over the past few decades, the tourism industry has been one of the sectors that has achieved the highest global economic growth, and this industry has also acquired the role of economic support in many countries and regions in the wake of the recent economic crisis. The industry also continued to show strength, generating \$1.34 billion in 2017 and international tourist flows that increased 7% year-over-year. (UNWTO.2018). More and more effects of this growth are observed in various fields, with consequences regarding the impact of tourist consumption on the environment and the disruption of various social and economic variables. (Mele et al., 2019).

In light of these effects, most countries are implementing fiscal measures prominently (environmental taxes), with the aim of encouraging changes in the behavior of tourism consumers. In addition to possible regulatory measures, the continued global growth of the tourism industry requires new development formulas based on diversification, innovation and sustainability in organizations. In this regard, many authors agree that the tourism offer may have a positive impact on the social culture, the economy and the environment, the social environment that offers this offer is already pressing for the implementation of a more sustainable use of natural resources. Especially the tourist places(Font & Lynes, 2018).

The tourism industry as an important economic lever to provide material resources in cities on the agenda. The valuable potential of tourism can create good sources of income. The growth of short-term travel has turned cities into one of the centers for tourism, and after the Bruntland Report in the 1980s, a sustainable development model was proposed. Sustainable development is not limited to environmental and biological issues, On this basis, sustainable urban development also achieves sustainable human development. The concept of sustainability in urban development is the improvement of infrastructure and housing (United Nations 2013).

Common urban challenges include congestion, lack of budget for providing basic services, lack of adequate housing, and deterioration of infrastructure. (UN HABITAT, 2015)

Urban tourism is often considered to improve the quality of life in local communities. The process of globalization has become increasingly important and also brings the dynamism of the urban economy. (Khoshkham, et al., 2016)

the oldest urban tourism-based article achieved in Iraqi literature belongs to 2008. This finding can be interpreted as the fact that the Iraqi academy lags behind the world in recognizing the importance of urban tourism. On the other hand, urban tourism as a research topic can be considered as not got the attention that it deserves still in Iraq (ALTUNÖZ & ARSLANTÜRK, 2019).

Nowadays, most of the cities in the world have gained such an attraction that every year they host a large number of domestic and foreign tourists.. The destination was considered as one of the tourist destinations and most of the local cities in the world were considered for the development of the industry more and more; Like the industrial competitions of European cities in the last century .Today, with the development of human society, the scientific views and theories about cities and the tourism industry have undergone changes. In this sense, in the modern era, cities have turned from industrial competition to tourism competition. In fact, these very valuable advantages of tourism have led to the creation of beautiful, clean, high-income, and prosperous



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cities. Tourism has led to the sustainable development of tourist-oriented cities. On the other hand, it should be mentioned that the sustainability of cities is also considered a factor in the development of tourism. Based on this, we should call the development of urban tourism sustainable if it is not destructive and allows the preservation of human and natural resources. and have benefits for local communities. In fact, sustainable tourism is tourism that can continue in an environment for an unlimited time and does not harm the environment from a human and physical point of view; That is, it should be active to the extent that it does not harm the development of social activities and processes. This two-way relationship led the researcher of this study to investigate the role of urban tourism development in the direction of sustainable development in the Ain Al-Tamur district of Kerbala with the approach of sustainable urban development of this city. The reason for choosing the Ain Al-Tamur area of Kerbala as a sample destination for commercial centers and shopping centers is to have historical.

Theoretical Foundations

Urban Tourism

Urban tourism is a complex phenomenon to define, which has challenged many scholars. It is undoubtedly more complex than simply “tourism performed in the cities” rather than in other sites, and it is not conceptually homogeneous to expressions such as “sea tourism” or “rural tourism”. In particular, the term “urban tourism” can be considered almost as defining a category, in which cultural tourism, conference tourism, sports tourism, and many others can all be regarded as possible “urban tourism”(Lerario & Di Turi, 2018).

Moreover, urban tourism is marked by specific peculiarities, such as rapidity (shortness of stays), repetition of visits (greater for cities perceived as the representation of a given “way of life”, lesser for cities with single well-known “attractions” or “must-see”), or “capriciousness” (requiring cities’ ability to reinvent themselves in order to match the ever-changing desires of visitors). Similarly, a distinction can be made between proper “urban tourists” (whose reason for the visit is linked to some facet of this urban complexity) and “tourists in cities” (whose motivations are independent from the place). On the other hand, it is often impossible to distinguish the spaces and resources used by tourists from those used by inhabitants. many approaches to urban tourism have been developed, such as the systemic approach , “microscale” approaches based on the identification of micro geographic and micro destinations , or the “micro-macro” approach The “microscale” approach promotes the substitution of administrative borders through smaller geographical units that have their own images, tourism identities, and typologies for destination management. Lastly, the “micro–macro” approach suggests the integration of the “macro” principles of sustainability in tourism with the consideration of local unbalances and justice-related issues (ashworth, G., & page, S. J.2011) .

Sustainable Development

Saarinen highlighted how the several definitions of sustainable tourism over time have sometimes been even contradictory, focusing separately on the interests of industry or on the sustainable use of resources. The pillars of sustainability (social, economic, and ecological) are no longer on the same level, but the aspect of economic interests prevails, as tourism becomes the driving force of the local economy Moscardo and Murphy emphasize this concept by reaffirming that the key stakeholders are all those who must live and cope with the effects of tourism and that the impacts of tourism itself go well beyond the single destination, but develop in many dimensions and



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different fields. Therefore, residents must take an active part in the planning process, rather than simply be informed.

In the 1980s, the concept of sustainable development was proposed with the understanding that the continuation of economic growth without limitation will have adverse environmental and social effects, and it challenged the patterns of economic growth and development up to that time (Barbour, 1993). Over the past three decades, issues pertaining to the environment and sustainable development have evolved from being marginal topics to being the focus of consideration and research. Some of the factors that have been driving this change are greater media coverage, a higher level of environmental awareness influenced by reports on various ecological disasters, the heightened activity of interest groups centering on environment issues, and increasingly stringent legislative regulations at a national and international level (Meler & Ham, 2012). sustainable tourism can achieve balanced social, economic and bio-environmental goals at the local and regional level (Wight 19).

With a brief look at the top tourist cities, it is clear that these cities are stable places for citizens to live in. This means that they have been able to reach their current progressive position within the framework of the concepts of sustainable development. On the other hand, the growth of the tourism industry in the top tourism cities is considered a factor for moving in the framework of sustainable development of cities. In the end, urban tourism and sustainable urban development are necessary and necessary for each other, and it is not possible to judge precisely which one is ahead of the other. Unfortunately, not many activities have been done in the field of tourism management. This research has a look at the importance and role of the development of urban tourism in the sustainable urban development approach of the eleventh region of Kerbala.

research method

The current research is an applied research in terms of its purpose, which is descriptive-analytical in terms of its method. In strategic approaches, it is necessary to address three basic categories. 1- Where do we want to be? 2- Where are we now? 3- How do we want to get there? The purpose of this research is to evaluate the development of urban tourism in line with sustainable urban development in the Ain Al-Tamur district of Kerbala. The main question of the research is: Considering the location of the Ain Al-Tamur district, which strategy is necessary to achieve sustainable urban development. In this research, the framework of strategic planning has been used to formulate sustainable development strategies in the Ain Al-Tamur district. The main tools in this method are the SWOT analytical model (SWOT) and the strategic alternatives matrix (QSPM), which are widely used today at the international level, especially in the field of urban sustainability. In the analysis of this model, the internal and external factors are gathered in four sections. 30 people, from university professors, experts of city managers, have been surveyed in order to collect data in this phase of the research.

This questionnaire, which in four economic, socio-cultural, physical and environmental dimensions, includes internal factors including strengths (10 items), weaknesses (20 items), external factors including threats (9), opportunities (10) major for tourism. It is set with the sustainable urban development approach of the Ain Al-Tamur district and in order to value and determine the final weight of each of the points, weaknesses, death, opportunities and threats using the Likert spectrum in the form of five options (very low, low, medium, high and very high and the Analytical Hierarchy Process (AHP) of the importance of the weight of each specific factor



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and pairwise comparisons were determined by the compatibility coefficient (sensitivity) of the importance coefficients of each index.

The studied area

The studied area is located within Karbala-Ain Al-Tamur, it extends from Razzaza Lake in the north bounded from the east by the Modern village project, from the west by Ain Al-Tamur oasis, and from the south by Al-Najaf governorate, between the longitudes (43 30 to 44 12) and latitudes (32 36 to 32 23), The elevation ranges from (28-120m) above sea level, Ain Al-Tamur is a town in the heart of the desert, located west of the city of Karbala and about 40 kilometers away from the city. There are pure water springs and palm trees and water springs. The number of inhabitants is about 270 thousand people (Ali, Kamal K. and Zainab A. Kadam.2018).

The research findings

in this research using SOWT strategic analysis and strategic planning and considering the characteristics of the region and tourism aspects of this city by separating points (strengths and weaknesses) which are internal factors and points (opportunities and threats) which are external factors It is shown in table (1) that according to the topic of the research, by strengthening and improving the strengths and opportunities in reducing the factors of weakness and threats, it can be done with proper planning in the field of tourism, which has various dimensions, including economic, social, cultural and environmental. And it has a physical effect on the development of the city of Kerbala - Ain Al-Tamur.

Identification of internal factors (IFEy) and external action factor (EFE) at this stage, using the questionnaire tool, the most important strengths, weaknesses (internal factors) and opportunities and threats (external factors) are identified from the point of view of experts and specialists, and then from Through the hierarchical process technique (AHP) and software (Expert choice), he determined the importance of the weight of the determined factors. which is the separation of the most important features of the inner and outer environment of the city of Kerbala, Ain Al-Tamur. SWOT analysis of Kerbela's Ain Al-Tamur district

Table 1: Matrix of internal and external factors affecting the development of urban tourism

	strength (s)	weakness (w)	opportunity (o)	threat (t)
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Sociocultural	<p>1- The warmth and hospitality of the people of the city</p> <p>2- Increasing the travel motivation for tourists</p> <p>3- Enjoying the cultural-religious attraction</p> <p>4- People's interest in the development of tourism in the city</p> <p>5- Ukhaydir fort</p> <p>6- Chamoun Palace</p> <p>7- Inhabited by Arab tribes</p> <p>8- Alaqasr Church</p>	<p>1- There are no research centers in the region.</p> <p>2- Low level of information about attractions.</p> <p>3- Lack of good cultural centers.</p> <p>4- Inadequate management in the field of cultural attractions.</p> <p>5- Little familiarity of the people of the region with tourism culture.</p>	<p>1- Creating a suitable environment for people's participation in the field of tourism development .</p> <p>2- Managers' attention to the cultural and religious attractions of the city .</p> <p>3- Exchange and mutual promotion of cultures.</p> <p>4- Elevating the position of local culture and arts.</p> <p>5- The existence of a cultural center that cares about the cultures of tourists.</p>	<p>1- Weak decision-making institutions with regard to tourism issues.</p> <p>2- Lack of social security in the city.</p> <p>3- The expansion of immigration and the growing population and the incidence of crime in the city.</p> <p>4- Lack of citizen participation in decision-making.</p> <p>5- Weak choices of local officials.</p> <p>6- clan disputes</p>
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economical	<p>1-Occupying a part of city workers in tourism-related activities.</p> <p>2-The presence of luxurious types of dates.</p> <p>3-It is famous for its pomegranate plantations.</p>	<p>1- Lack of investment and non-governmental and cooperative sector participation in tourism.</p> <p>2- Lack of employment in the tourism sector.</p> <p>3- Lack of long-term stay of tourists due to lack of facilities.</p> <p>4- The weakness of granting bank facilities for the mobility of the private sector seeking tourism activities.</p> <p>5- increase of tourism category.</p> <p>6- Physical lack of urban and tourism infrastructure.</p>	<p>1-Existence of private sector investment motivation.</p> <p>2-Creating a local market and Jobs in the region.</p> <p>3-The progress of the economy in the last decade and the strong desire of tourists to travel to this city.</p> <p>4-People's participation to protect the environment.</p>	<p>1- Weak ability to supply goods and services to tourists.</p> <p>2- Lack of attention of the government sector to the fields of tourism and the development of related infrastructure.</p> <p>3- The process of converting work centers into housing.</p>
environmental	<p>1-sulfur water.</p> <p>2-green areas.</p>	<p>1- Lack of interest in green spaces throughout the city.</p> <p>2- There are narrow alleys.</p> <p>3- Lack of proper tourism maps.</p> <p>4- A severe shortage of cadres of cleaners.</p>	<p>1-Improving the quality of communication methods.</p> <p>2-Preserving ancient and historical works.</p> <p>3-Preparing a comprehensive tourism plan at the regional level.</p>	<p>1- Throwing garbage, lack of attention and respect of tourists to this issue.</p> <p>2- Lack of control over construction and destruction of the environment.</p>



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physical	<ul style="list-style-type: none"> 1- Variety of recreational and tourist uses. 2- The use of local materials and the attractiveness of the city's heritage buildings.. 	<ul style="list-style-type: none"> 1- Lack of night lightings in the city streets. 2- Neglecting sulfur eyes. 	<ul style="list-style-type: none"> 1- There is a possibility to create places that interest tourists (such as amusement park, space, gatherings, handicraft museum, restaurants, hotels) ... 2- Add harmonious geometry in some places. 3- Existence of expandable land. 4- Preparing a comprehensive tourism plan at the regional level 	<ul style="list-style-type: none"> 1- Lack of plans and programs to develop destination tourism. 2- Increasing random construction and non-compliance with safety in buildings.
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Source: research findings

Weighting and evaluation of internal and external factors (strengths)

According to the explanations given in this section, we will evaluate the internal and external criteria in the strengths section, and the weight and score of each criterion will be determined.

Table 2: Evaluation matrix of internal factors (strengths)

	Operat or Code	Strengths	We ight	sco re	Sc ale sco re
Internal factor	S1	The warmth and hospitality of the people of the city	0.0 4	3	0.0 9
	S2	Increasing the travel motivation for tourists	0.0 3	1	0.0 4
	S3	Enjoying the cultural-religious attraction	0.0 2	1	0.0 2
	S4	People's interest in the development of tourism in the city	0.0 4	2	0.0 9
	S5	Ukhaydir fort	0.0 4	4	0.1 2
	S6	Chamoun Palace	0.0	2	0.0



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			2		3
S7	Inhabited by Arab tribes		0.0 4	4	0.1 2
S8	Alaqasr Church		0.0 3	3	0.0 3
S9	Occupying a part of city workers in tourism-related activities.		0.0 3	2	0.0 4
S10	The presence of luxurious types of dates.		0.0 3	1	0.0 4
S11	It is famous for its pomegranate plantations		0.0 4	3	0.0 8
S12	. sulfur water.		0.0 3	4	0.1 2
S13	green areas.		0.0 2	4	0.0 8
S14	Variety of recreational and tourist uses.		0.0 3	3	0.0 8
S15	The use of local materials and the attractiveness of the city's heritage buildings		0.01	1	0.0 4
collection			0.45		1.0 2

Source: Author

Table 3: Evaluation matrix of internal factors of weak points

	Operat or Code	weak points	We ight	sco re	Sc ale sco re
Internal factor	W1	There are no research centers in the region.	0.0 2	2	0.0 6
	W2	Low level of information about attractions.	0.0 4	4	0.1 2
	W3	Lack of good cultural centers.	0.0 4	3	0.0 9
	W4	Inadequate management in the field of cultural attractions.	0.0 3	2	0.1 2
	W5	Little familiarity of the people of the region with tourism culture.	0.0 2	3	0.0 6
	W6	Lack of investment and non-governmental and cooperative sector participation in tourism.	0.0 4	4	0.1 6



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	W7	Lack of employment in the tourism sector.	0.0 4	3	0.1 6
	W8	Lack of long-term stay of tourists due to lack of facilities.	0.0 3	4	0.1 2
	W9	The weakness of granting bank facilities for the mobility of the private sector seeking tourism activities.	0.0 3	3	0.0 9
	W10	increase of tourism category.	0.0 4	2	0.1 2
	W11	Physical lack of urban and tourism infrastructure.	0.0 4	3	0.1 6
	W12	Lack of interest in green spaces throughout the city.	0.0 3	2	0.0 6
	W13	There are narrow alleys.	0.0 2	4	0.0 9
	W14	Lack of proper tourism maps.	0.0 3	3	0.1 2
	W15	A severe shortage of cadres of cleaners.	0.0 3	3	0.0 9
	W16	Lack of night lighting in the city streets.	0.0 3	2	0.1 2
	W17	Neglecting sulfur eyes.	0.0 2	2	0.0 9
collection			0.53		1.8 3

Source: Author

Table 4: Evaluation matrix of internal factors of opportunity points

	Operat or code	Opportunity points	We ight	sco re	Sc ale sco re
Internal factor	O1	Creating a suitable environment for people's participation in the field of tourism development .	0.0 4	4	0.1 6
	O2	Managers' attention to the cultural and religious attractions of the city .	0.0 3	3	0.0 9
	O3	Exchange and mutual promotion of cultures.	0.0 2	2	0.0 4
	O4	Elevating the position of local culture and arts.	0.0 4	4	0.1 2
	O5	The existence of a cultural center that	0.0	2	0.0



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		cares about the cultures of tourists.	2		6
	O6	Existence of private sector investment motivation.	0.0 4	4	0.1 6
	O7	Creating a local market and Jobs in the region.	0.0 4	3	0.1 6
	O8	The progress of the economy in the last decade and the strong desire of tourists to travel to this city.	0.0 2	3	0.0 8
	O9	People's participation to protect the environment.	0.0 4	4	0.1 2
	O10	Improving the quality of communication methods.	0.0 4	3	0.1 2
	O11	Preserving ancient and historical works.	0.0 4	3	0.1 6
	O12	Preparing a comprehensive tourism plan at the regional level.	0.0 4	3	0.0 9
	O13	There is a possibility to create places that interest tourists (such as amusement park, space, gatherings, handicraft museum, restaurants, hotels) ...	0.0 4	4	0.1 2
	O14	Add harmonious geometry in some places.	0.0 3	3	0.1 2
	O15	Existence of expandable land	0.0 4	3	0.1 6
	O16	Preparing a comprehensive tourism plan at the regional level	0.0 2	2	0.0 6
collection			0.54		1.8 2

Source: Author

Table 5: Evaluation matrix of internal factors of threat points

	Operat or code	Threat points	We ight	sco re	Sc ale sco re
Internal factor	T1	Weak decision-making institutions with regard to tourism issues.	0.0 4	3	0.1 2
	T2	Lack of social security in the city.	0.0 4	3	0.1 6
	T3	The expansion of immigration and the growing population and the incidence of crime in the city.	0.0 2	2	0.0 4
	T4	Lack of citizen participation in decision-	0.0	3	0.1



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		making	4		2
	T5	Weak choices of local officials.	0.0 2	2	0.1 6
	T6	clan disputes	0.0 4	3	0.1 2
	T7	Weak ability to supply goods and services to tourists.	0.0 3	3	0.0 9
	T8	Lack of attention of the government sector to the fields of tourism and the development of related infrastructure.	0.0 2	3	0.0 8
	T9	The process of converting work centers into housing.	0.0 4	4	0.1 2
	T10	Throwing garbage, lack of attention and respect of tourists to this issue.	0.0 4	4	0.1 6
	T11	Lack of control over construction and destruction of the environment.	0.0 3	2	0.1 2
	T12	Lack of plans and programs to develop destination tourism.	0.0 4	3	0.0 9
	T13	Increasing random construction and non-compliance with safety in buildings.	0.0 4	4	0.1 2
Collection			0.44		1.5 0

Source: Author

According to the weighted score collection, since the weighted score collection in this section is more than the standard number of 2.5 and the result number in this section is 2.85 in internal factors, it can be found that the Ain Al-Tamur region of Kerbala is the best in terms of internal factors. It has many weaknesses and it also has many strengths that can be used to develop tourism in this region with proper and efficient planning. (Source: Author) and in the section of external factors and due to the sum of weighted points in external factors which is 3.32, it can be found that the Ain Al-Tamur region of Kerbala has many threats due to external factors and also has many opportunities. With proper and efficient planning, it is possible to take steps towards the development of tourism in the northern cities. (Source: Author)

The final evaluation matrix of internal and external factors

The application of the internal-external matrix is in formulating strategies for various sectors. This matrix has 9 cells and different sections are located in one of its nine cells. This matrix has two main dimensions:

- 1- The set of weighted scores of external strategic factors from the EFE/EFAS matrix, which is shown on the vertical axis.
- 2- The set of weighted scores of internal strategic factors from the IFE/IFAS matrix, which is shown on the horizontal axis. Due to this, the set of weighted scores in the evaluation matrices of



internal and external factors is in the range of 1 to 5. Therefore, the elements of this matrix will be as shown in the diagram below.

1 to 2/33	2/33 to 3/66	3/66 to 5	
III	II	I Growth development strategy	and 3/66 to 5
VI	V Strategy Save an existing mode	VI	2/33 to 3/66
IX Pick up strategy, liquidation	VIII	VII	1 to 2/33

Figure 1: The final score of the evaluation matrix of internal-external factors

Source: Author

Compilation of strategies through the matrix SWOT Competitive strategies (SO)

In offensive strategies that are based on internal strengths and external opportunities, the following items are presented in order to take advantage of existing advantages for the purpose of tourism development in this region.

- ❖ The development and expansion of tourism in view of being centrally located in the city with an emphasis on optimal distribution of income and employment from the industry and services sector among all residents by creating equal opportunities and fair distribution of opportunities and incomes from tourism.
- ❖ Increasing the infrastructural and superstructure possibilities of the internet network and geographic information system gis to improve the conditions of tourism, which will lead to the improvement and promotion of tourism services from the scientific, commercial and entertainment aspects in the field of tourism.
- ❖ Advertising through the electronic system and the expansion of handicrafts and their sale in entertainment places, as a result of the promotion of indigenous culture and the increase of income and employment with the use of people's participation, can be limited to a limited extent.
- ❖ Creating the impetus to invest in the field of indigenous and traditional products, promoting and revitalizing handicrafts as a major national economic activity in the entire region.



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❖ The development of communication networks as a result of the development of tourism and visiting entertainment places, which leads to better convenience and improvement of tourism development with an emphasis on the natural, cultural and special attractions of the neighborhood.

❖ Encouraging and introducing entrepreneurs and foreign tourists and specializing banking facilities to build service centers such as hotels, as a result of reducing the unemployment of residents and encouraging the private sector, especially in the field of regional tourism management. which will be very useful in the future and will lead to the expansion of tourism services.

Diversity strategies (ST)

In these strategies, the diversity of the sector that is focused on internal and external points, the following items are presented as a part of the needs of tourism areas in order to eliminate threats:

❖ The creation of completely specialized organizations for the organization of tourists throughout the year and preventing the increase of tourists in some months of the year and reducing the dissatisfaction of daily people and creating a balance in the arrival of tourists to the region will be done.

❖ Integrated management for the implementation of tourism development programs and price control by the officials as a result of reducing the cost pressures caused by overselling on the people and tourists and increasing the ability of tourists to choose a trip and an option.

❖ The government's attention to planning and increasing banking facilities and specializing the department to protect cultural and historical attractions.

❖ Investing in recreational facilities as a result of increasing employment and financial income, increasing bank facilities in order to improve economic conditions.

❖ product market, by attracting the participation and activity of domestic and foreign capital and specialization.

❖ The development of advertising programs to introduce the attractions and views unique to a historical and cultural person.

❖ Increasing the government's budget for tourism research as a result of increasing employment by tourist centers such as hotels and so on.

❖ Improving investment opportunities and increasing construction credits in the field of sports and entertainment spaces.

Revision strategies (WO)

In these strategies, while emphasizing the internal weak points, the revision is an effort to take advantage of the external opportunities and provide basic suggestions to overcome the weak points of the tourist areas.

❖ Increasing the financial budget in order to become one of the important tourist poles that will lead to the development and expansion of long-distance communications, health services and an increase in other service infrastructures in the entire region.

❖ Controlling inflation and increasing the price of goods by planning to increase the demand for visiting and traveling to regions with a fair distribution of opportunities and wealth from tourism that reduces the class gap. And on the other hand, it will provide a platform for people's participation in the social security of the society.



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- ❖ The government's investment in the field of infrastructure and superstructure of the Internet network, in the end, improving the possibilities and welfare services.
- ❖ Encouraging the private sector regarding the construction of residential centers and monitoring the rate of these centers as a result of the expansion of handicraft industries with the arrival of more tourists.
- ❖ Paying attention to attracting private sector capital in the development of tourist centers with regard to the development and improvement of communication and transportation networks.
- ❖ Improvement and revision in advertising and information to attract local investment, eliminate unemployment and expand growth for the region.
- ❖ Increasing the motivation of the private sector to invest and plan to hold annual festivals and exhibitions, a season with the theme of tourism.

Defensive strategies (WT)

In this strategy, the system does not face the opportunity or the strength of the internal environment, but it faces the weakness from the internal perspective and multiple threats from the external perspective. In this case, the best strategy will be the reduction strategy.

- ❖ Encouraging the people of the region to participate and invest in the field of electronic systems for the development of tourist equipment and facilities in order to create employment and generate income for the region through people's participation and the increase of credits in this part of the tourism industry will increase the quality of tourist products, which will lead to satisfaction and increase the demand of tourists for visit the place.
- ❖ Compilation of a codified and comprehensive tourism program by identifying all the capacities of institutions and institutions related to tourism on a macro level to curb inflation, as a result of improving the economic situation.
- ❖ Eliminating the lack of banking facilities for the development of tourism activities and increasing the motivation for investment and allocating these resources to compensate for the lack of investment in the field of facilities and welfare services in the region.
- ❖ Mobilizing all the tourism resources and attractions of the region in the direction of tourism diversification, with an emphasis on sustainable tourism as a result of improving the employment structure and preventing the displacement of employment in the service sector.
- ❖ Implementation of appropriate supervisory policies to increase the security of capital, investors in the region and create transparent policies in the tourism sector for investors to plan based on them.
- ❖ Strengthening advertisements and awareness activities in the media about tourist attractions in order to attract private sector capital in the development of tourist centers.
- ❖ In addition to reviewing how the government budget is allocated for tourism planning in terms of annual festivals and exhibitions, a chapter with the topic of tourism.
- ❖ Increasing construction credits in the field of tourism development, as well as attention and supervision of the delivery units.

Conclusion

According to the discussion in the field of urban tourism, it should be stated that this new tourism industry is in the field of executive management of cities. With an emphasis on social, cultural and economic planning in the metropolitan structure of Kerbala and other points of society, it should



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be one of the main activities of the city tourism trustees in at any time and in any government, the emphasis on the development of urban construction and tourism in the metropolis of Kerbala and the renovation of the historical and touristic textures of the urban tourism areas should be included in the agenda of the government and the municipality of the metropolis of Kerbala.

Paying attention to various needs (social-cultural-service-transportation-recreation-entertainment-information and...) For urban tourism, in addition to promoting the participation of private sectors and citizens in meeting these needs, it can help the development of the mentioned industry in the Ain Al-Tamur district of Kerbala.

creation of various entertainment platforms in the field of urban tourism, the existence of appropriate facilities.(hotels-hotels-apartments-guesthouses-restaurants-fast foods-inside and outside transportation in the city and...) Considering the tourist's income, it should be important and planned.

The presence of internal and external advertising in the field of introducing urban tourism. The expansion of cultural centers, cultural centers, the dynamics of urban tourism, training of specialized personnel in this field, The growth and importance of various researches in the field of tourism, including urban tourism in the metropolis of Kerbala. Changing the attitude of officials and citizens towards attracting urban tourists. Providing appropriate behavior with these guests, Traffic control, air pollution, environmental destruction, Coordinating between the devices in charge of tourism in the city and preventing the blame from being placed on the neck of another tourism institution in the city and blaming one's own device. Paying attention to the process of providing information to city tourists. Advertising design, internet in the field of expanding the sustainability of urban tourism. presentation of local customs and traditions, Traditional and local music, native clothing, etc. can be one of the most important factors for the sustainable development of urban tourism strategies in Kerbala, including the Ain Al-Tamur region of Kerbala.

The solutions and suggestions

Emphasis on social-economic-cultural-service planning for urban tourists continuously, not only at certain times of the year, with the cooperation of different departments of the executive management of the city and the cultural heritage of Kerbala and the Ain Al-Tamur region.

Emphasis on the development of urban buildings and the creation of wealth for the purpose of renovating the dilapidated fabric of the city and the area of urban tourism, along with the participation of the private, public, and government sectors.

and providing very appropriate facilities to the people participating in the development of this sustainable area of Kerbala and Ain Al-Tamur .Establishment and reconstruction of tourist and entertainment groups in the city and suburbs with the participation of the private sector and the government.

The competition of the executive management, in order to establish various exhibitions, various Olympiads (national-regional-international), national and international and regional conferences. Use the appropriate opportunities in the time of these activities is to introduce the tourist attractions of the Ain Al-Tamur district of Kerbala.

Creation of different exhibition platforms for the sustainable development of urban tourism.



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Creating the necessary platforms to meet the recreational and leisure needs of city tourists (green spaces - gardens - parks - traditional and modern urban games - modern shopping centers in different parts of the city).

The existence of facilities and possibilities to support the private sector in the expansion of the mentioned cases and to prevent the monopoly of these spaces in the hands of a special few.

Revival and reconstruction of the historical and cultural attractions of the city and development of all aspects of the heritage of the city of Kerbala (Ain Al-Tamur).

Creating recreational and leisure activities, exciting, dynamic, flexible, with modern and mechanical planning by the city management to attract city tourists.

Training of specialized personnel in order to use city sightseeing tours, guides of city tours and suburbs. The expansion of tourist information kiosks in different points of the city during the year and the installation of increasing positioning devices for urban tourism.

Creating social, cultural, economic researches in the field of tourism and all-round support in expanding the sustainability of urban tourism development from research results and various planning based on the findings of such researches.

Creating changes in the attitudes of officials and citizens towards urban tourists, for the sustainable attraction of urban tourism.

Providing appropriate executive management to provide correct information about historical and cultural places to the tourist.

Eliminating inconsistencies in order to provide various services and programs to the city tourist and to be responsible of all the trustee institutions for creating any problem and all the efforts of the trustee institutions to solve the problems and issues of the city tourists.

Accepting responsibility and accountability of all effective institutions in this field for providing any suitable services to the tourist, for the sustainable development of urban tourism.

Efforts towards the appropriate formation of information processes for the urban tourist.

Information control and prevention of incomplete information in different areas of this field to the tourist.

Designing blogs, virtual tourism sites, special media to introduce tourist attractions, including urban tourism, locally, regionally, nationally and internationally.

Supporting the participation of the private sector - associations and people's organizations in the form of presenting achievements - local cultural activities to the city tourist.

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