



Strategic marketing performance and its impact on the quality of religious tourism service (A case study of the Arabian visitation service in the holy city of Kerbala)

Mohammed Abd Ali Jasim

Kerbala University- College of Tourist Sciences- Iraq

Mohammed.abdali@uokerbala.edu.iq

Ahmed Obeed Oraibi

Kerbala University- College of Tourist Sciences-Iraq

ahmed.obeed@uokerbala.edu.iq

Moslim Ali Obieas

Kerbala University- College of Tourist Sciences-Iraq

moslim.a@uokerbala.edu.iq

Introduction: Tourism marketing is generally seen as the link between the needs and desires of tourists and the products of tourism facilities, It is constantly working on developing tourism offerings to meet the constant changes in the needs and desires of tourists, It also plays a leading and important role in increasing people's desire for tourism which is the main driving force, On the other hand, the researcher wanted in his research tagged (strategic marketing performance and its impact on the quality of religious tourism service (A case study of the Arbaeen visitation service in the holy city of Kerbala)) to document the relationship between tourism marketing and religion through one of the most important Islamic events in the world which only happen once a year. The special interest of the researcher in the visitation Arbaeen service is the possibility of designing the service provided in a way that guarantees that the visitation Al Arbaeen becomes an enjoyable and safe experience for all comers from all over the world. For the purpose of covering what was mentioned, the structure of the research consisted of four sections. The first section reviewed the methodology of the research study, as it branched into five branches, which are the research problem, its hypothesis, its objective, its importance, methodology, and the research sample, in addition to the temporal and spatial limits, As for the second topic, it included the conceptual framework, where the topic centered on first: marketing strategic performance, secondly: the quality of religious tourism services, and thirdly: the forty visit and the mechanism of employing religious tourism marketing in providing high-quality service to visitors to the holy city of Kerbala, As for the third topic, it included the practical framework, which contained the results of the study sample responses according to their statistical analysis through the spss program, and also included a statement of the demographic information of the sample. Finally, the fourth topic, which included future results and recommendations related to subsequent studies of future topics related to the same content of the study.

Key words: religious tourism, the Arbaeen visitation, Strategic marketing



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The first topic

The methodological framework of the study

First: the research problem: Despite the presence of operational problems in the mechanism of lack of high-quality service provision, which was touched and expected, the researcher wanted to find an accurate measure to diagnose the lack of service in the Arbæen visit by evaluating and perceptions of consumers of this service. Therefore, the research question in creating a safe and enjoyable visit was (How can the service provision be evaluated during the Arbæen visit? What are the factors affecting visitor satisfaction?

Second: Research Hypothesis: The researcher deduced from his main research question the following hypotheses:

1. The level of quality of services provided to the guests of the Arbæen visit
2. There are no differences in the averages of the quality of service dimensions provided to the Arbæen visit guests
3. There are differences in the averages of the dimensions of the quality of service provided to the guests of the Arbæen visit.

Third: Research objective: The research aims to know the level of quality of services provided to the guests of Arbæen As well as identifying the factors that lead to satisfaction or dissatisfaction with regard to visitors to Arbæen.

Fourth: the importance of research: The importance of the research focuses on presenting a set of theoretical concepts related to clarifying the concept of marketing and religious tourism marketing As well as highlighting the reality of religious tourism and the marketing mechanism for high-quality service through one of the most important religious occasions, which is the Arbæen visit.

Fifth: Research Methodology and Sample: The research methodology was based on two methods, the first of which is the descriptive research method, in which the researcher relied on previous studies and enriched his research with many sources, books and scientific frameworks that could be used as references and inferences for his study and to find the scientific gap within his current study. The second method is the statistical analysis of the responses of the study sample, which was within the site of the holy city of Karbala represented by the guests of the city of Kerbala, according to the spss program.

Sixth: the limits of the study

Temporal limits: The study was conducted during the period from

- Spatial boundaries: The study was limited to the holy city of Kerbala, as it is the place where the rituals of the Arbæen visit are performed.

The second topic: the conceptual framework of the study

First: Marketing strategic performance :

- The concept of strategic marketing performance for tourism

Performance is one of the topics of great importance in management science. It is a reflection of the success achieved by the institution in achieving the objectives. There is no doubt that every institution has a set of goals that it seeks to achieve. Among these goals are the strategic goals, which have become the real and lasting success of the institution. Through it, a new concept emerged in the science of management, which is the strategic performance, which is expressed in the extent to



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which the institution achieves those goals. This performance is based on a set of main foundations represented in: mission statement, vision, strategic objectives, strategy, The latter is considered the most complex pillar among the other pillars.

Therefore, strategic performance can be defined as: The institution's ability to survive, adapt and grow in light of the strategic goals it seeks to achieve. (Abu Bakr, 2010, p. 106) It is also defined as strategic performance "A reflection of the organization's ability to meet the requirements of its internal environment (such as resources) and external (such as customer satisfaction and loyalty, social responsibility) at the level of the short and long term compared to competitors within the framework of adopting certain strategies." (Ahmed Suleiman, p. 226).

Before delving into the marketing strategy, marketing must be known and what it is, as it is one of the most important activities carried out by the modern enterprise. Aware of the importance of the scientific method in dealing with the markets it serves and to identify the desires and needs of the consumer and work to satisfy them, which achieves a common benefit for both parties. Where Kotler defined marketing as (analysis, organization, planning and control of resources, activities and policies in order to fit with customers and achieve their needs and desires in order to achieve profit) From the above and after knowing marketing, the marketing strategy can be defined as it is defined as the way through which the organization seeks to achieve its long-term marketing goals, which it set within the framework of identifying the strengths and weaknesses in its internal environment and identifying opportunities and threats in its external environment in which it operates. (General Administration for Curriculum Design and Development, p. 95).

From all that has been mentioned, the researcher believes that the reality of the concept of performance of tourism marketing strategies is the possibility of reaching the desired strategic goals of the tourism enterprise through organizing, analyzing and planning activities in order to satisfy the customer's desire in addition to achieving profitability.

Types of tourism marketing strategies:

There are three tourism marketing strategies that decision makers should choose the strategy that can achieve the planned goals to be reached according to a specific period of time, as follows:

1- Offensive marketing strategy: It aims to strengthen the position of the tourism company in the tourism market in a way that achieves full benefit from the various marketing opportunities available in the market It also aims to increase the strength of the tourism establishment, expand its share in the market, and increase the volume of tourism demand from it The implementation of this strategy depends on the initiative taken by the tourism companies and the strength of their influence in the market, with their great financial capabilities. (Boukreef, pg. 110, 2011/2012).

2- Defensive Marketing Strategy: This strategy aims to maintain the competitive position in tourism facilities among other facilities In the sense that the establishment's position and market position will not be subject to collapse, weakness, or exit from the market in the face of other tourism projects this strategy tends to be equal and to avoid entering into strong competitions or marketing conflicts with other tourism companies, especially with large companies that have a great reputation and high financial and human capabilities. It tends to establish good relations between it and these companies in order to preserve its market share, which it obtained in the exporting tourism markets (Abdul Samie, p. 263, 2006).



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3- The general tourism marketing strategy: This strategy includes several types, the most important of which are:

- Open Marketing Strategy: This strategy relies on designing and preparing diversified tourism programs according to the desires and trends of different market segments, while relying on the most widely used method of distributing them.
- Cost strategy: It is based on reducing the cost of marketing efforts to the lowest possible size and not expanding the cost, which does not entail any significant financial return, and returns some of it when emergency crises occur, which helps it to contain and overcome this crisis.
- Shrinking strategy: It means that tourism companies reduce the size of their activity in the tourism market due to their exposure to some affecting conditions such as low cash liquidity or the presence of a large amount in the workforce that is among the factors of market contraction in the tourism industry. (Al-Zoubi, p. 146, 2013).

- Factors of success of tourism marketing strategies:

Developing a tourism marketing strategy requires the availability of a set of factors necessary for its success, which are as follows: (General Administration for Curriculum Design and Development, pg. 95).

1- Clarity of vision, as the management of the organization operating in the field of tourism, which operates according to the tourism marketing strategy, must have a clear future vision within the framework of its material, human and technological capabilities.

2- Setting specific, measurable goals in the long term, and this matter depends on the management of the tourism organization to be specifically directed by its marketing department.

3- The ability of the organization operating in the tourism activity to be able to compete It is natural that the tourism organization that is interested in developing a marketing strategy must be able to compete, especially in light of the changing environment in our current era.

4- Knowing the strengths and weaknesses, as there is no doubt that the success of the marketing strategy depends to a large extent on the knowledge of the management operating in the tourism sector of all its strengths and weaknesses and work according to those aspects in the field of tourism goods and services provided through it.

5- The formulation and success of a marketing strategy in the organization that operates in the field of tourism depends to a large extent on the extent to which the organization is aware of the opportunities and threats that exist in the external environment in which it operates.

Second: the quality of religious tourism services

- The concept of quality and its dimensions:

Linguistically, quality is when something has achieved a high degree of efficiency, quality, and good value Quality is one of the reliable criteria in order to distinguish the business from other work or achievements already available in the same environment or work available in the same field. The privilege of work lies in the event that it is completely devoid of any defect that could be a reason for criticizing the work. It also includes many concepts of quality, the most important of which are:



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- 1) Quality based on superiority: it means that the product that is characterized by quality is a superior product and its quality is known as soon as you see it.
- 2) User-Based Quality: It refers to the suitability of the product or service or its ability to meet the expectations and requirements of consumers.
- 3) Quality based on product value: it means trying to provide the best products that meet the customer's requirements for the lowest price.

Quality dimensions:

Quality in general means multiple things, although it is intangible, but it appears to be a clear fact that many people realize. Whereas, for the product, it means the extent to which the product conforms to the specifications set at the design stage. Some may see that quality means the external appearance of the product, While others believe that the duration of the product is what reflects its quality. Others believe that the performance of the product when used is the best indicator of its quality.

As mentioned, quality has dimensions, the most important of which are:

1- Dimensions of commodity quality, include:

- Performance: This dimension represents all the basic operational characteristics of the product. The performance dimension for the car is the ability to transport people from one place to another, The better transfer means that this dimension is available to a higher degree The same goes for the clarity of the picture and sound on the TV.
- Secondary characteristics of the product: These are the non-essential characteristics that are added to the product in order to enhance the degree of demand for its acquisition by enhancing the performance dimension. A car's air-conditioning system and a TV remote control are examples of this.
- The reliability: It is also called dependability and reliability, and it is the possibility of the product working during a certain period of time without failure The longer the product's work period without failure, means that this dimension is available to a higher degree. The reasonableness dimension is one of the basic dimensions that the consumer focuses on, especially in durable goods.
- Conformance: It means reflecting the degree of symmetry or conformity of the design with the specifications Congruence includes both internal and external elements ,It also means improved conformity, which means fewer defective units and lower service costs (after-sales services) leading to increased profits.
- Surface: It means taste standards, and it is a personal dimension that has nothing to do with function, performance, or reasonableness. This dimension is essential in clothing, luxury goods, and accessories.
- Durability: This dimension represents the use of the product according to its operational characteristics before its deterioration. It also means the period of operation of the product until it is replaced and the extent of benefit from it before its deterioration.

2- Dimensions of service quality can be mentioned:

The service is considered, according to the American Marketing Association, as an intangible product, as it cannot be transferred, stored, or separated from the provider. Accordingly, it can be



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said that the service is the performance of a work that results in an intangible product that satisfies specific needs and differs in its characteristics from the product of industrial organizations.

In addition, the measurement of service quality is complex, so there are a set of dimensions of quality, whether it is what was produced as a service or a commodity:

- Response: It means the aspirations, readiness and ability of the organization to provide the service quickly in order to achieve the benefit from the service.
- Confidence: It means obtaining satisfaction and reassurance to service providers and their characteristics such as knowledge, courtesy, ability, and the extent to which the organization and its employees enjoy building trust between them and customers.
- Accuracy: It is the ability of the organization to provide and complete the service correctly and unchanged to customers.
- Care: It is the focus of service on a personal basis for customers In addition to making the customer feel that he is the most important person in the organization.

And a summary of what has been mentioned of dimensions of quality, whether it is a commodity or a service, they can all be combined into five dimensions that are of great importance to the product, and it shows the main purpose of this research and knowing the differences in the averages of the dimensions of the quality of the service quality of the visit of the forty days of Imam Al-Hussein (PBUH) and its relative importance according to the visitors' opinion :

- Reliability: It means the ability to provide the required service to the customer quickly and assist him upon request accurately to meet his ambition on an ongoing basis.

- Responsiveness: It means the ability to deal effectively with the customer's requirements, respond to him and his complaints, and work to solve them with high efficiency and speed, in a way that convinces the customer that they are respected and appreciated by the institution with which he deals. In addition, the response reflects the initiative in providing service by the employees with open arms.

- Reliability: It is reassurance by the customer that the service provided to him is free from danger, error or doubt, and thus the ability to gain the customer's trust and make him feel safe.

- Empathy: It means showing the spirit of cooperation, friendship and good communication with the customer, making him aware of his importance and the desire to provide service according to his desire.

- Tangibility :This dimension is represented by tangible aspects related to the service, such as buildings, modern technologies used in it, physical facilities, and equipment necessary to provide the service, devices, etc.

Third: Arbreen visit of Imam Hussein (peace be upon him)

Its concept in general:

In fact, the Arbreen visit did not begin with the construction of the first small dome of bricks and plaster over the tomb of Imam Al-Hussein (peace be upon him) in the years 65 AH (684 AD) or 68 AH (687 AD) at the hands of Al-Mukhtar bin Abi Ubaid Al-Thaqafi when he ruled Kufa, as mentioned. The events of history have recorded themselves as a significant visit with rituals of their own since the feet of the great companion Jaber bin Abdullah Al-Ansari and his servant Attia Al-Awfi set foot on the land of Karbala in the same year of the Imam's martyrdom in 61 AH (680 AD),



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since that time, visitors began to flock to Karbala to visit Imam Al-Hussein (PBUH) and perform rituals and renew this painful memory (Allama Al-Majlisi, 334: 1983).

The outcome of the arrivals for the fortieth visit:

What made the city of Kerbala a sacred cultural landmark is the impact of the bloodshed of Imam Hussein, the grandson of the Messenger of God, his family and his pure companions, on its soil to become lofty and the focus of attention and meeting of hearts from all over the world. Since then, visitors have come to visit it and settle down in this holy city, and thus the souls who believe in this cause have established it to this day. (Muhammad Hamid Al-Salman, 383-404: 2019)

There are no consecutive statistics for the visitors on the occasion of the day of the fortieth of Imam Al-Hussain throughout history, because there was no one who was doing this mainly from the regimes that passed under the rule of Iraq, as most of them were fighting such a visit and even preventing it, as did Al-Mutawakkil Al-Abbasid or the defunct Saddam regime. In a report written by the English political official in Hilla in April of the year 1920 AD, it was mentioned that the number of Arbreen pilgrims in that year from Najaf only amounted to between six and seven thousand people, led by twenty processions of more than a hundred people.

Statistics also indicate in the year 1946 AD, according to what was reported by the Baghdad newspaper (Al-Akhbar) in its coverage under the title "The Arbreen Day in Karbala" that the number of visitors to the Arbreen reached three-quarters of a million people, while their number on the Arbreen day of the year (1968 AD) was more than half a million. A visitor then returned to rise again and reach about a million visitors in the early seventies. That is why the authorities of the defunct regime began a policy of suppressing visitors and preventing them from that million visit.

However, in the year 1997 AD, despite all the arbitrary measures of the regime and the security precautions to prevent the visit, the number of visitors reached 7 million people from inside Iraq, and after the fall of the regime, the number of visitors reached in 2004 AD, and despite the security warnings at that time, it reached one million people, and when the security aspects improved in 2013 AD, the number of visitors According to the estimates of the Karbala Provincial Council, there are approximately 17 million visitors from all countries, In 2014, the number increased to more than 20 million visitors, While the number of Arbreen visitors in the year 2016 AD reached 22 million visitors from more than 70 countries around the world, while the Islamic Huda Radio report estimated them at about 27 million. Finally, in the year 2017 AD, the number of visitors to Arbreen from 29 countries reached 15 million, according to official statistics issued by the Karbala Center for Studies and Research in its annual bulletin for the blessed Arbreen visit for the year 1439 AH.

The Practical framework of the research

First :- The Field steps: for the research

At the beginning of the field steps of the research, the researcher put some questions about the topic of the research, then he made a preliminary form and presented it to the research supervisor and a group of professors to take their opinions and observations on it, and thus it was modified to achieve the goals desired by the researcher and the professors who arbitrated it.

Then the researcher distributed the questionnaire electronically in the form of (Google Form) due to the difficulty of interrogating the research sample and conducting the questionnaire with them. After that, the researcher analyzed the responses of the research sample according to the statistical analysis program (spss) to obtain information and using the method of tables and graphs.



Third: The Alpha Cronbach test for reliability of the scale

The stability of the scale was calculated for the questionnaire questions related to the research axes according to the Alpha Cronbach test according to the study sample consisting of (30) and Table No. (1) shows the stability coefficients of the search tool

Table No. (1) Alpha Crew-Nbach's stability coefficient to measure the stability of the research tool

| AXIS STABILITY | NUMBER OF PHRASES | DIMENSIONS |
|----------------|-------------------|--|
| 0.809 | 2 | DEPENDABILITY |
| 0.862 | 2 | RESPONSE |
| 0.817 | 2 | RELIABILITY |
| 0.867 | 2 | SYMPATHY |
| 0.943 | 2 | TANGIBILITY |
| 0.864 | 10 | THE OVERALL STABILITY OF THE QUESTIONNAIRE |

It is clear from the above table that the general stability coefficient of the research axes is high as it reached (0.864) for the total of the questionnaire's (10 paragraphs) and also the research axes ranged between (0.943) as a maximum and (0.809) as a minimum, and this indicates that the questions The resolution has a high degree of stability according to the Nalny scale, which was adopted (0.70) as a minimum for stability.

Fourth: - The estimated scale according to the five-year Likert scale, indicating its conversin ointo pderios

The weighted arithmetic average is calculated by calculating the range first, where it is equal to (5-1 = 4), and then the length of the category is calculated by dividing the range by the number of "options" categories. That is, $4/5 = 0.80$, so the first category of arithmetic mean values is from "1" to "1+0.80"; And so for the rest of the arithmetic averages, as shown in the table below.

Fourth:- Table No. (2) is an estimated balance according to the Five-Year Likert Scale, indicating its conversion into periods.

| The level | Weighted arithmetic mean | Response |
|-----------|--------------------------|-------------------|
| low | 1 to 1,80 | Strongly Disagree |
| | From 1,81 to 2,60 | disagree |
| Average | From 2.61 to 3.40 | neutral |
| high | From 3.41 to 4.30 | I agree |
| | From 4.31 to 5.00 | I totally agree |



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Table No. (3) The weighted averages and standard deviations of the research sample responses to the first "stability" {made by the researcher}

| Paragraph order | standard deviation | average | disagree | Strongly Disagree | Neutral | I agree | Totally agree | The scale | The first dimension - reliability |
|-----------------|--------------------|---------|---|-------------------|---------|---------|---------------|-----------|--|
| 1 | 0.66089 | 4.3333 | 0 | 0 | 3 | 14 | 13 | Repetit | The ability to provide the service during a specific time without disruption or delay |
| | | | 0 | 0 | 10 | 46 | 43 | The ratio | |
| 2 | 0.76112 | 4.2000 | 0 | 0 | 6 | 12 | 12 | Repetit | The commitment of service providers to perform services for visitors in a timely manner and with high accuracy |
| | | | 0 | 0 | 20 | 40 | 40 | The ratio | |
| | 0.5683 | 4.266 | The result of the first dimension - reliability | | | | | | |

It is clear from the above table that the responses of the research sample to the phrases constituting the "first dimension "reliability" are close in their average values, as the paragraph that states (the possibility of providing service during a certain time without disruption or delay) came in first place with an arithmetic mean (4.3333) and a standard deviation (0.66089).) With a total of (27) respondents out of (30) respondents agreeing and strongly agreeing, the phrase (service providers' commitment to providing services to visitors on time and with high accuracy) ranked second with an arithmetic mean of (4.2000) and a standard deviation of (0.76112) with a total of (0.76112) agreeing and strongly agreeing 24 respondents out of (30) respondents.

It is also clear from the above table that the sum of the averages of the dimension (reliability) was (4.2667) and the sum of its standard deviation was (0.56832), which corresponds to the corresponding meaning that it means {the reliability of the service provided to the guests of the fortieth visit is of a high level and degree in terms of its performance and high accuracy}. The following figures below show the averages of the research sample responses to the paragraphs of the first dimension.



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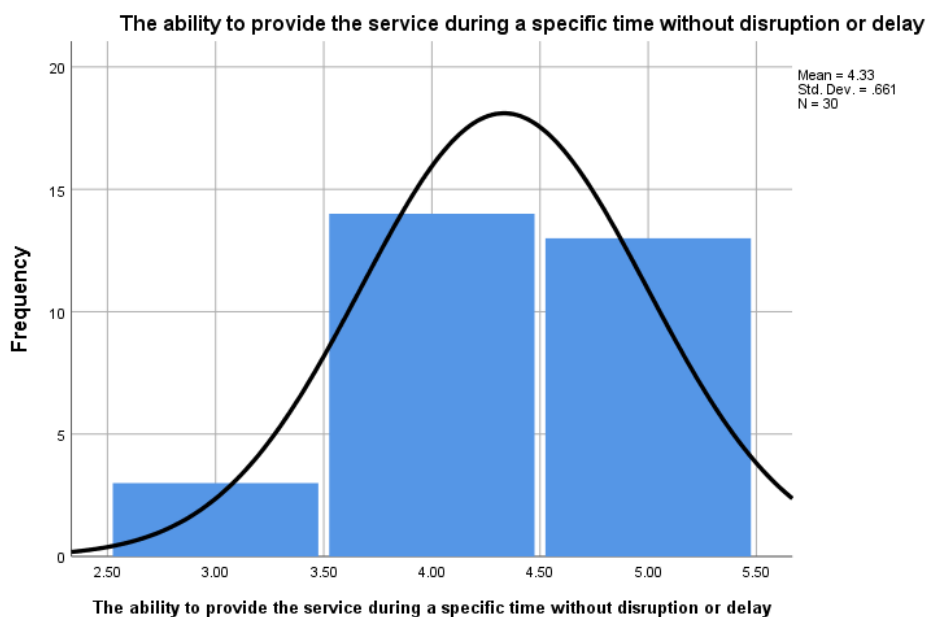
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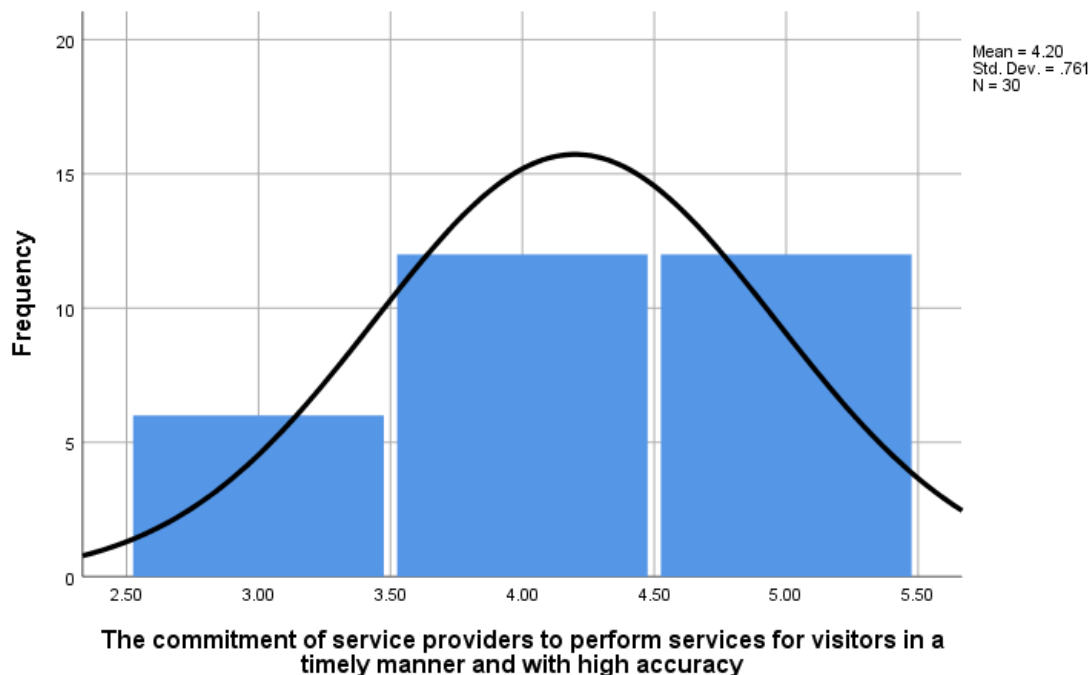
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The commitment of service providers to perform services for visitors in a timely manner and with high accuracy





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Table No. (4) Weighted averages and standard deviations of the research sample responses to the second dimension "reliability" {made by the researcher}

| Paragraph order | standard deviation | average | disagree | Strongly Disagree | Neutral | I agree | Totally agree | The scale | The third dimension - reliability |
|-----------------|--------------------|---------|---|-------------------|---------|---------|---------------|-----------|---|
| 2 | 0.92476 | 4.2000 | 2 | 0 | 4 | 10 | 14 | Repetiti | High potential of workers in providing the service by instilling confidence in the hearts of the visitors as they |
| | | | 6.7 | 0 | 13.3 | 33.3 | 46.7 | The ratio | |
| 1 | 0.71840 | 4.3667 | 1 | 0 | 1 | 14 | 14 | Repetiti | The effective ability of service providers to gain the confidence of visitors for the services they provide to them |
| | | | 3.3 | 0 | 3.3 | 46.7 | 46.7 | The ratio | |
| | 0.66544 | 4.2833 | The result of the third dimension - reliability | | | | | | |

boredom or disturbance) came in first place.) with an arithmetic It is clear from the above table that the responses of the research sample to the phrases that make up the "third dimension" reliability "also converge in the values of its averages, as the paragraph that states (the effective ability of service providers to gain the trust of visitors for the services they provide to them without mean of (4.3667) and a standard deviation of (0.71840), with a total of (28) respondents out of (30) respondents, with a total agreement and strong agreement. My calculation is (4.2000) with a standard deviation of (0.92476), with a total of (24) respondents out of (30) respondents agreeing and strongly agreeing. It is also clear from the above table that the sum of the averages of the dimension (reliability) was (4.2833) and the sum of its standard deviation was (0.66544), which corresponds strongly to the corresponding, i. The providers of those services during the Arbreen visit. The following figures below show the averages of the research sample responses to the paragraphs of the third dimension.



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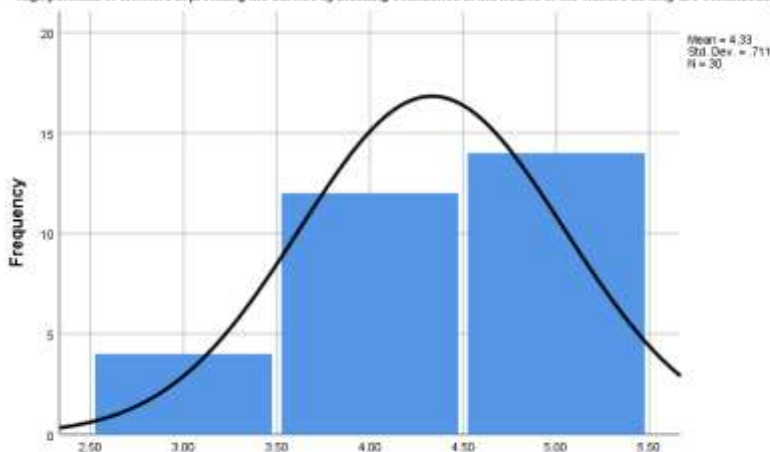
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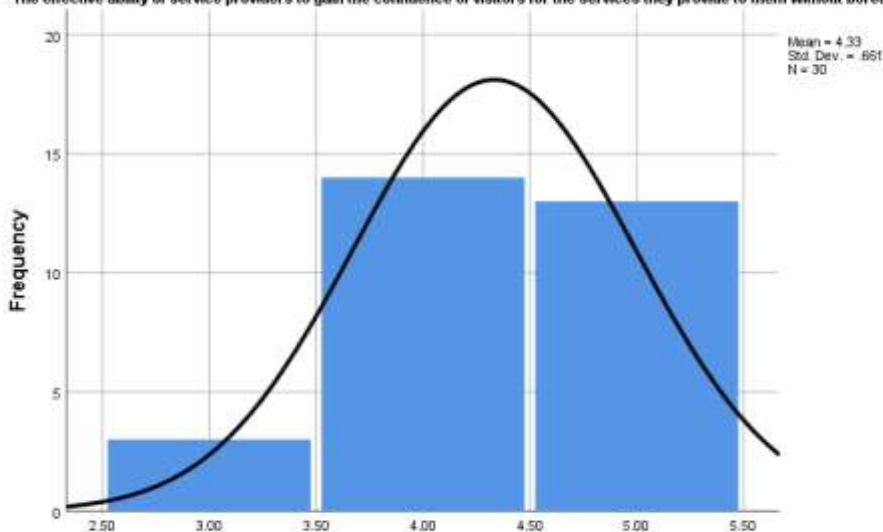
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High potential of workers in providing the service by instilling confidence in the hearts of the visitors as they are continuously polite with them



High potential of workers in providing the service by instilling confidence in the hearts of the visitors as they are continuously polite with them

The effective ability of service providers to gain the confidence of visitors for the services they provide to them without boredom or disturbance



The effective ability of service providers to gain the confidence of visitors for the services they provide to them without boredom or disturbance



Table No. (5) Weighted averages and standard deviations of the research sample responses to the third dimension "Empathy" {made by the researcher}

| Paragraph order | standard deviation | average | disagree | Strongly Disagree | Neutral | I agree | Totally agree | The scale | Fourth dimension - empathy |
|--------------------|-----------------------|---------|--|----------------------|---------|---------|------------------|-----------|---|
| 2 | 0.81931 | 4.4667 | 1 | 0 | 3 | 7 | 19 | Repetit | The high ability of the service providers to pay attention and care for the visitors during and after |
| | | | 3. | 0 | 10 | 23 | 63 | The ratio | |
| 1 | 0.66089 | 4.3333 | 0 | 0 | 3 | 14 | 13 | Repetit | Make every effort to meet the needs of visitors by paying attention to the services they need |
| | | | 0 | 0 | 10 | 46 | 43 | The ratio | |
| | 0.6351 | 4.400 | The result of the fourth dimension - empathy | | | | | | |

It is clear from the above table that the responses of the research sample to the phrases constituting the "fourth dimension" sympathy" also converge in its average values, as the paragraph that states (making a high effort to meet the needs of visitors by paying attention to the services they need) came in first place with an arithmetic average of (4.3333). With a standard deviation of (0.66089), with a total of (27) respondents out of (30) respondents agreeing and strongly agreeing, the phrase (the high ability of service providers to care for visitors during and after the visit) ranked second with an arithmetic mean of (4.4667) and a standard deviation of (0.81931). Totally agree and strongly agree with (26) respondents out of (30) respondents.

It is also clear from the above table that the sum of the averages of the dimension (sympathy) was (4.4000) and the sum of its standard deviation was (0.63518), which corresponds strongly to the corresponding, meaning that it means {the presence of good communication with the guests and their understanding at a high level and degree through the service provided to them in the Arbæen visit}. The following figures below show the averages of the research sample's responses to the items of the fourth dimension.



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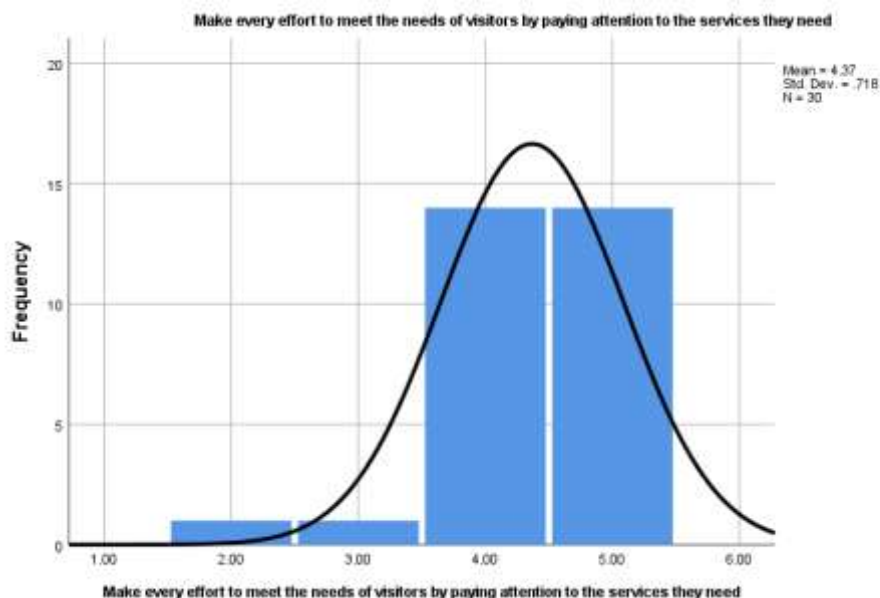
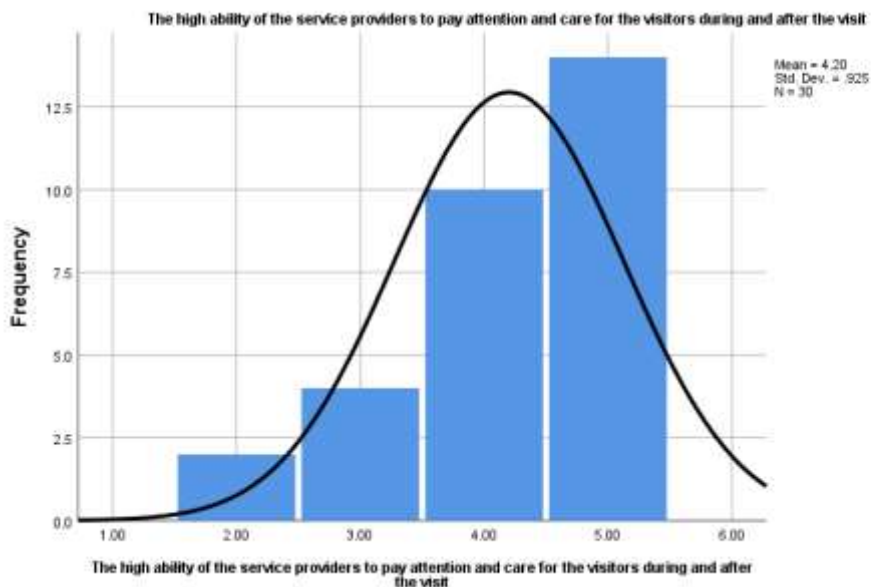
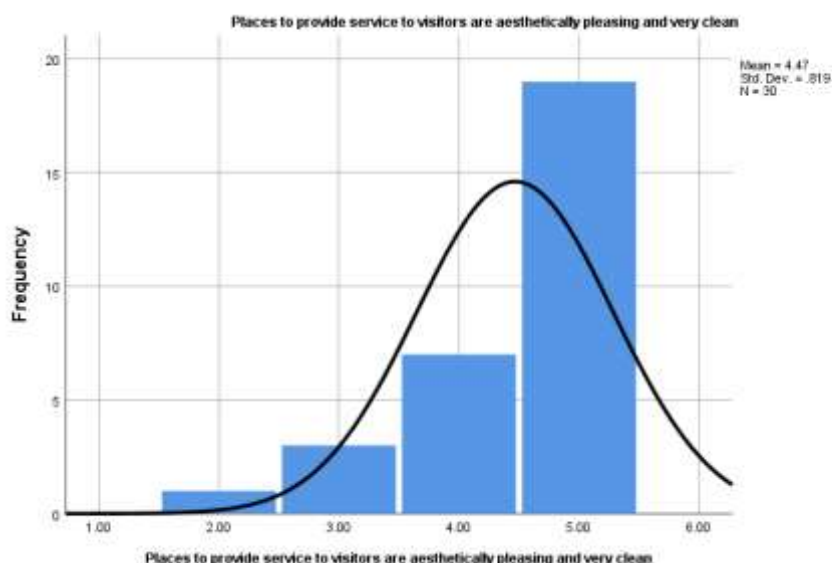




Table No. (6) Weighted averages and standard deviations of the research sample responses to the fourth dimension "tangible" {made by the researcher}

| Paragraph order | standard deviation | average | disagree | Strongly Disagree | Neutral | I agree | Totally agree | The scale | <i>Fifth dimension - tangibility</i> |
|-----------------|--------------------|---------|---|-------------------|---------|---------|---------------|---------------|--|
| 2 | 0.94443 | 4.0667 | 2 | 0 | 6 | 10 | 12 | Repetiti | <i>The presence of modern and sophisticated devices used to provide services to visitors</i> |
| | | | 6.7 | 0 | 20.0 | 33.3 | 40.0 | The ratio (%) | |
| 1 | 0.81931 | 4.4667 | 1 | 0 | 3 | 7 | 19 | Repetiti | <i>Places to provide service to visitors are aesthetically pleasing and very clean</i> |
| | | | 3.3 | 0 | 10.0 | 23.3 | 63.3 | The ratio (%) | |
| | 0.8172 | 4.266 | The result of the fifth dimension - tangibility | | | | | | |

It is clear from the fifth volume of the sample in the sample, searching for the phrases that make up the "fifth dimension" tangible" (with a total of 26 respondents agreeing and strongly agreeing) out of (30) respondents, in the second place (the presence of modern and advanced devices used to provide service to visitors) with an average Arithmetic (4.0667) with a standard deviation of (0.94443), with a total of 22 respondents out of (30) respondents agreeing and agreeing closely. It was (4.2667), and the sum of its standard deviation was (0.81720), which corresponds to a good year-old welcome assistance in economy class in the 40th year}. The picture below shows.





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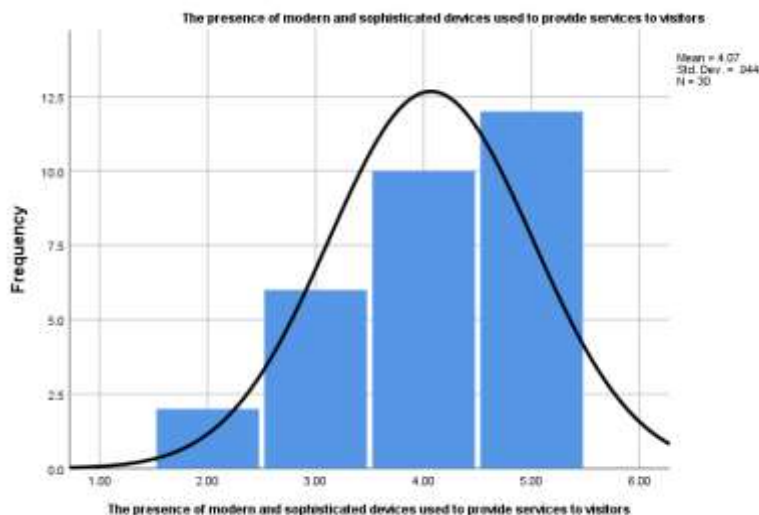


Table No. (7) Weighted averages, standard deviations, and relative importance of the dimensions of the group {made by the researcher}

| The response level of the research sample | Relative importance % | standard deviation | Arithmetic mean | Dimensions of service quality |
|---|-----------------------|--------------------|-----------------|-------------------------------|
| high | 85% | 0.56832 | 4.2667 | dependability |
| high | %87 | 057735 | 4.3333 | response |
| high | %86 | 0.66544 | 4.2833 | reliability |
| high | %88 | 0.63518 | 4.4000 | empathy |
| high | %85 | 0.81720 | 4.2667 | tangibility |



Figure (3) The relative importance of service quality dimensions

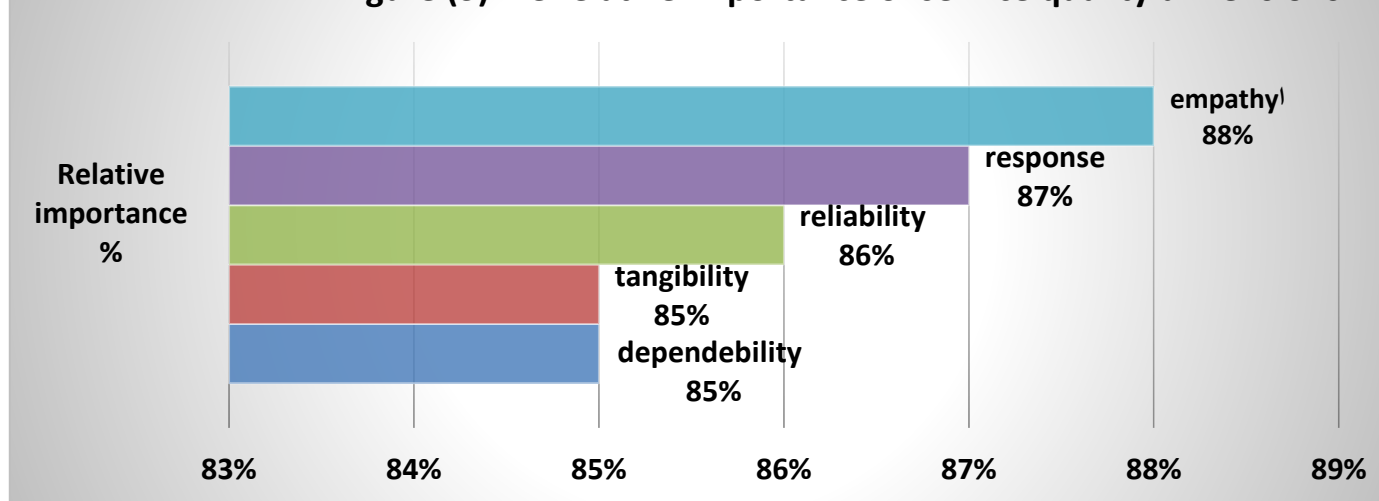


Table No. (7) and Figure No. (3) show that the value of the arithmetic mean for the fourth dimension (empathy) was (4.4000), with a standard deviation of (0.63518), and its relative importance constituted (88%), which indicates the agreement of most of the research sample that there is good sympathy, communication and understanding Among the service providers and the guests of the Arbreen visit of Imam Al-Hussein (PBUH), as well as the above-mentioned table and figure extracts the value of the arithmetic mean for the second dimension (response) and the third dimension (reliability) amounting to (4.3333) and (4.2833) and the standard deviation for them amounting to (0.57735) and (0.66544). And the relative importance of them (87%) and (86%) to confirm the agreement of most of the research sample that there is a quick and effective response by service providers to the guests of the forty visit of Imam Al-Hussein (pbuh), and in return gaining confidence and making the guests of the forty visit feel safe for performing this blessed visit .

On the other hand, Table No. (7) and Figure (3) show the value of the arithmetic mean of the fifth dimension (tangibility) and the first dimension (reliability) of (4.2667) and (4.2667) and their standard deviation of (0.81720) and (0.56832), and the relative importance of each of them amounted to (85%)) to confirm the agreement of more than three-quarters of the research sample on the existence of a request in the provision of facilities to obtain the service for the guests of the visit of the fortieth of Imam Hussein (PBUH) received by all the existing devices, as well as finding the reliability of the implementation of the service with high accuracy and the effective ability to accomplish it for the guests of the visit of the fortieth.

Conclusions :-

1- The results showed in testing and studying the averages of the research sample responses to the five basic dimensions (reliability, response, reliability, sympathy, tangibility) according to the five-point Likert scale with high degrees, as the total averages were respectively (4.2667, 4.3333, 4.2833, 4.4000, 4.2667, with standard deviations of 4.2667, 4.2667). (0.56832, 0.57735, 0.66544, 0.63518, 0.81720), and this result is attributed to the fact that the service provided to the guests of the forty visit of Imam Al-Hussein (PBUH) is in a way that exists in a quality agreed upon by most of the



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research sample through their responses to the research questions according to a controlled questionnaire from the supervisor and a group of professors with Jurisdiction .

2- The dimensions (sympathy, response, reliability) ranked first according to their relative importance, which ranged between (88% -86%) for the research sample of the guests of the Arbæen visit of Imam Al-Hussein (PBUH).

3- The dimensions (tangibility, dependability) were obtained according to the relative importance of each of them (85%) for the research sample of the guests of the forty visit of Imam Al-Hussein (PBUH).

Recommendations :-

- 1- Work to keep abreast of developments in the process of providing service and its quality in the tourism market until it reaches the stage of competition.
- 2- The ability of officials to listen to the views of those working in providing the service directly to the guests and visitors to benefit from them.
- 3- The possibility of involving individuals working in qualitative courses in providing service directly with guests and visitors and embodying it through them as progressive and ethical practices.
- 4- Working on expanding the scope in the field of research through the collection of many appropriate data and expanding on new hypotheses to work on finding solutions to new issues in the field of quality of the visit service of Imam Hussein (pbuh).
- 5- Benefit from the information obtained by this research, which may contribute to knowledge in general about the quality of the Arbæen pilgrimage service.

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