

THE EFFECT OF TOURISM MEDIA ON THE SUSTAINABLE TOURISM: APPLICABLE STUDY IN IRAQI BOARD OF TOURISM

¹Zuhier Abbas Azeez

ABSTRACT--*The effect of media that playing the various aspects of life is becoming increasingly greater day by day, especially in spheres like tourism and social interaction, and cultural and educational aspects of our life. So the development in communication is one of the best ways to go in developing the tourism which need a strategy that involves a planned communication component of programmers designed to change the attitudes and behavior of specific groups of people in specific ways through person to person communication, mass media, traditional media or community communication.*

Key words-- *Tourism Media, Sustainable Tourism.*

I. INTRODUCTION

Tourism Media has made a huge impact on the tourism industry. Consumers engage with social networking sites to research trips, make informed decisions about their travels and share their personal experience of a particular hotel, restaurant, or airline.

Therefor a media communication technologies are imperative for investments for sustainable globalized tourism development indicators.

The powerful effects of Tourism media can bring huge changes of attitudes among the key actors in local, national, global tourism, and sustainable development.

1.1 Need for the study

An international and domestic tourism industy attracted more than billions\$ in foreign exchange earnings from tourism receipts so in this competitive world tourism media plays a vital effect in all industries specially to attain a sustainable tourism.

II. OBJECTIVES OF THE STUDY

The following are the major objectives of the study.

- A. To study the factors which effect on the sustainable tourism in Iraq.
- B. To understand the variables which contained the tourism media in Iraq.

¹College of Tourism Sciences, Al-Mustansirya University, Iraq, zuhier.abbas1976@uomustansiryah.edu.iq

III. THE TOURISM MEDIA

The role that the media is playing in the various aspects of the life is becoming increasingly greater each day, especially in spheres like social interaction, cultural and educational aspects of our life.

So the media have a crucial effect to play in putting emerging destinations. The relationship between tourism and media is (vital) and (complex).

Therefore, tourism is highly dependant on media reporting because the vast majority of travel decisions are made by people who have never seen the destination first hand for themselves. Sanyal , 2011 , p :2)

Figure (1) illustrated the relationship between the tourism and:

*Customer * Infrastructure * Transport and * destination these variables called (Commercial tourism).

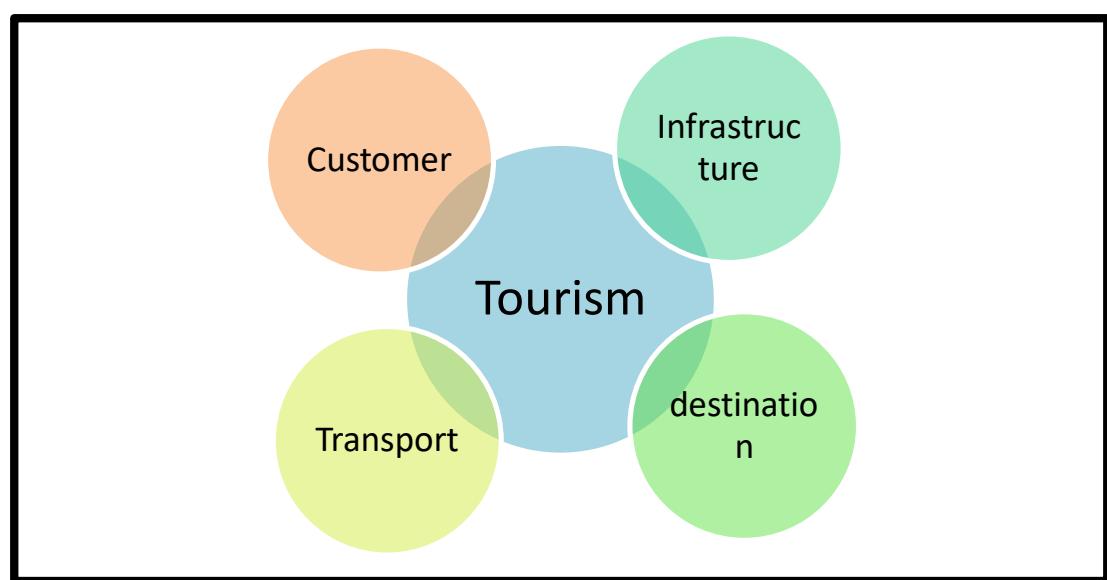


Figure 1: The Commercial tourism

Source: www.shutterstock.com, 2018, p: 3

Media communications technologies are imperative for frontline investments for sustainable globalised tourism development indicators.

The powerfull effect of media tourism communications can bring sweeping changes of attitudes and behavior among the key actors in: *Local, * national * and global tourism. (Sanyal, 2011, p: 1)\

3.1 Communications

Communications is a vital condition to ensure the sustainability of the values and its action plan in the months and years ahead. (Boland Marketing, 2016, p: 24).

3.2 Tourism Communication Plan

Communication is one of the four traditional marketing instruments within the marketing mix.

Because of the characteristics of the tourism product it plays an extra-important role in tourism.

When it comes to a goal-oriented orientation of all communication measures a tourism communication, plan is indispensable.

(www.germantourist Marketing, 2017, p: 1).

3.3: What is the meaning of tourism product?

The tourism product means all the products which satisfy tourist's Leisure, pleasure or business needs at places other than their own normal place of residence are known as (Tourism Product).

(product) in its generic sense can be: *thing, * a place, * a person, * an event. (Sanyal, 2011, p: 2-3).

3.4 Social Media

The Social media proved to be the major communication vehicle that spread across the region. It's have not only changed the face of politics but also have a major influence on the world of travel and tourism.

(www.Tourismandmore.Com, 2011, p: 1).

By using the social media, a tripadvisor in particular has had a wide-reaching effect on this industry. (www.hospitality net.org, 2015, p: 1).

Figure (2) illustrated the tourism communication plan.

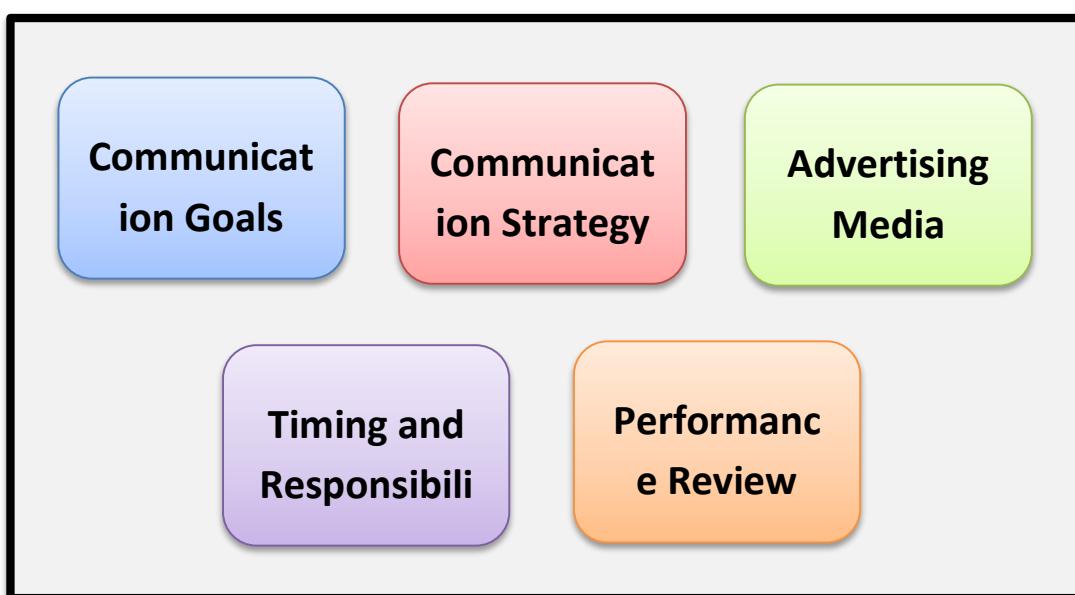


Figure 2: Tourism Communication Plan

Source: www. German tourism marketing. com, 2017, p:1

3.5. Five Ways Social Media Has Transformed Tourism Media

Social Media has fundamentally changed the way that many companies communicate with that many market to their target demographics.

Here are five ways tourism has been impacted:

1. Travel research transformed

Today's travelers go online to research their future travel destinations and accommodations. When booking travel, the plan travel activities based on content posted by their peers online.

2. Rise in social sharing

People have always loved sharing photos and videos taken of their travels.

What social media has done is to facilitate and expand people's ability.

(Wheeler&Frost) studied the link between: Media, Culture and tourism by gaining increasing attention, the specific role of the media has been established depended on marketing influences or making brief references to a film or television show which may have stirred up controversy. (Wheeler & Foster, 2010, p: 31).

To share travel experience with a wider audience than ever before.

3-Enhanced customer service

Customer service and satisfaction have also been transformed as a result of social media, the current and potential customers.

4-Reshaping travel agencies

Social media has also had a major impact on the travel agency model. The availability of information and ease of self-service booking have forced travel agencies to adapt with one or more digital ones.

5-Changing Loyalty Programs

At most marketers know, acquiring new customers is far more expensive than retaining existing ones.

Loyalty programs have become a core piece of the travel business model, and social media has had a massive impact on how hotel loyalty programs are constructed.

Many Customers understand that the opinions that they share with their individual networks have tremendous influence. (Carney , 2017 , p:1-5).

3.6 Travel Technology

Travel Technology also called (tourism technology, and hospitality automation) is:

The application of information technology (IT) or information and communications technology (ICT) in the travel, tourism and hospitality industry. One form of travel technology is flight tracking.

3.6.1 E-Tourism

E-Tourism can be defined as:

"The analysis, design, implementation and application of (IT) and e-commerce solutions in the travel & tourism industry.

Travel technology is increasingly being used to describe systems for:- *managing and *Monitoring travel: Including travel tracking and flight tracking system. (www.Wikipedia , 2018, p: 1-2).

IV. SUSTAINABLE TOURISM

Tourism will never be completely sustainable as every industry has impacts, but it can work towards becoming more sustainable.

(www.Sustainable tourism. net, 2014, p: 1).

4.1 What is sustainable tourism?

Sustainable tourism is a broad concept of travel that includes conservation of everything from the rainforests to the big cities , and how we can live in a way that is more at one with the Earth and the local community. (Taylor, 2017, p:1).

(Markiert) defined the sustainability as:-

"the ability to sustain", if an activity is said to be sustainable , it should be able to continue forever.

4.2 Why Tourism?

Tourism is a growing industry in the world. It generates great opportunities for rural areas with new Jobs, but there is a risk that uncontrolled, tourism destroys the environment or exploits local people and local resources.

4.3 The 3 p's of Sustainable Tourism:

Sustainability of tourism includes so-called 3 p's:- *people, * plant, * and profit.

All three elements must be included for a sustainable tourism development.

Figure (3) illustrated the 3 p's of sustainable tourism.

(www.vision – travel – north.com, 2018, p: 1).

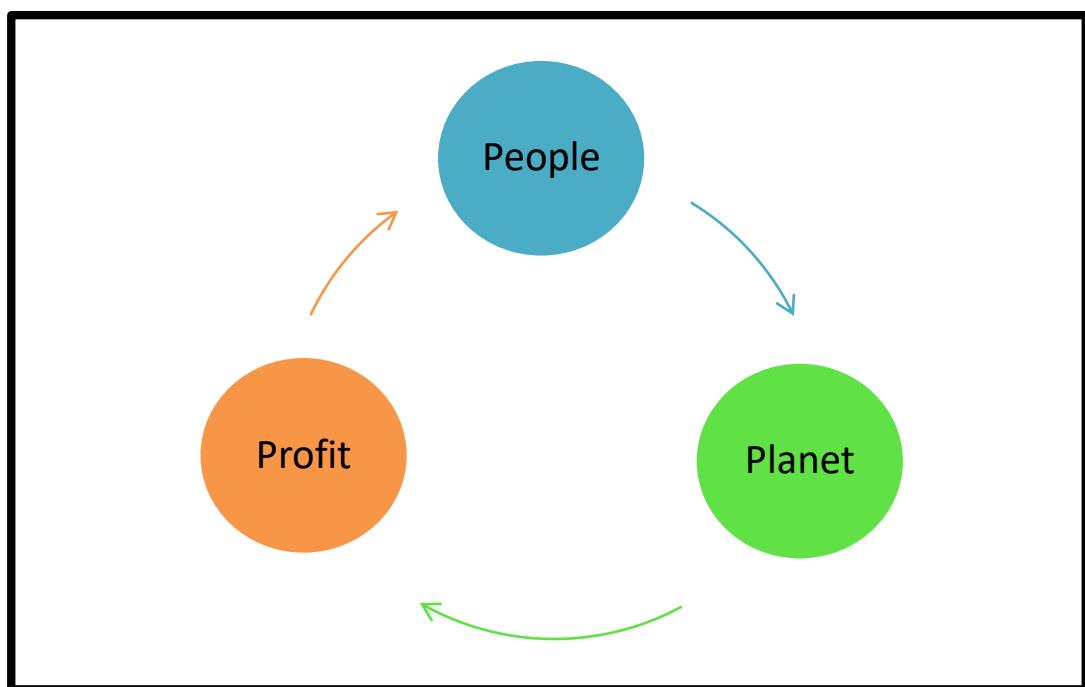


Figure 3: The 3 p's of sustainability

Source: WWW.vision –travel-north.com, 2018, p: 1

Figure (3) illustrated the activity which should be able to continue forever that means:

1. People: All individuals are treated fairly.
2. Planet: The natural resources are not adversely impact.
3. Profit: Economic success is limited or unattainable by the pursuit of the other two values. (www.vision – travel- north.com, 2018, p: 2).

(Dan Taylor) had an openion that is a big part of sustainable tourism is making sure tourists bring no environmental harm on the area they visit and also support the local community in the process.

And that includes staying at a hotel that respects both those things.

That's where you come in. (Taylor, 2017, p: 3).

There is a relationship between tourism and creativity suggests that there are a number of ways in which they can be linked in order to enhance the tourism product and the visitor experience.

The concept of creative tourism implies a level of co-creation, or co –makership between visitor and locals. (Korez, e concept of (sustainable tourism) means: visiting a place as a tourist and trying to make a positive im2013, p: 1).

Therefore th pact on the environment, society and economy, the concept of (sustainable tourism is tightly linked to a concept of sustainable mobility. (www.en.wikipedia.org,2018 , p: 1-2)

4.3: Dimentions of sustainable tourism:

Figure (4) illustrated the dimentions of sustainable tourism, they are as following:

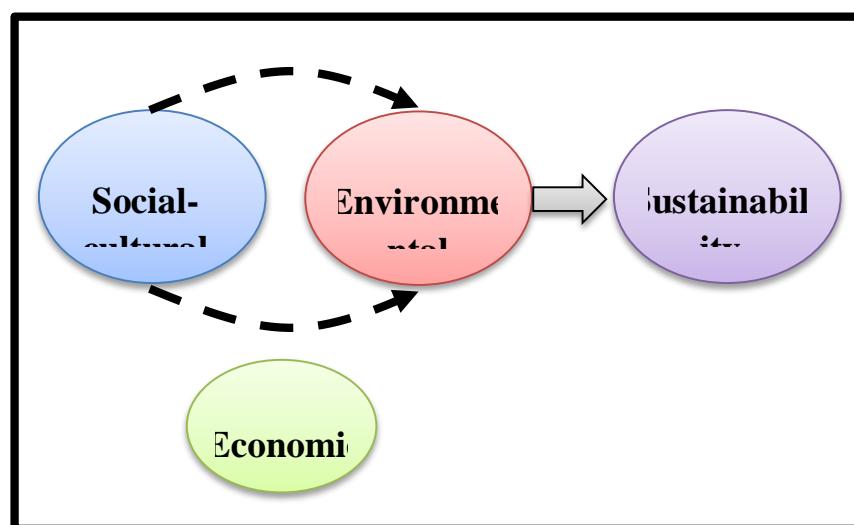


Figure 4 : The three dimensions of sustainable tourism

Source: www.Sustainable tourism development, 2012, p: 1.

As illustrated in figure (4):

- * Economical sustainability.
- * Environmental sustainability.
- * Social cultural sustainability.

Figure (4) explains these dimentions. Therefore the sustainable tourism development can relate to the theoretical context involving the triangle model with *people, * planet, and profit www.Sustainable tourism development, 2012, p: 1-2.

But (Korez, 2013, p: 1-2) classified the dimentions of sustainable tourism as the following:

- * Economic Viability *Local Prosperity *Employment Quality *Social Equity.
- * Visitor Fulfillment *Local Controll *Community Wellbeing *Cultural Richness

* Physical Integrity *Biological Diversity * Resource Efficiency *Environmental purity.

The words "sustainable" and "responsible" have been buzzwords in tourism in recent years, right up there with "eco-friendly", as the newest thing to strive to for all in the travel business. (www.tourismmarketing.com, 2017, p: 1-2).

Although not everything depends on tourism, tourism depends on almost everything. Sustainable tourism is about re-focusing and adapting.

(Sustainable tourism. net, 2014, p: 3).

4.4 The Challenges in Sustainable Tourism:

There are three main challenges:

- * Tourist product.
- * Destination promotion.
- * Digital communication.

All concepts and levels of comfort have their place in responding to different need of the modern travellers.

Figure (5) explain these challenges.

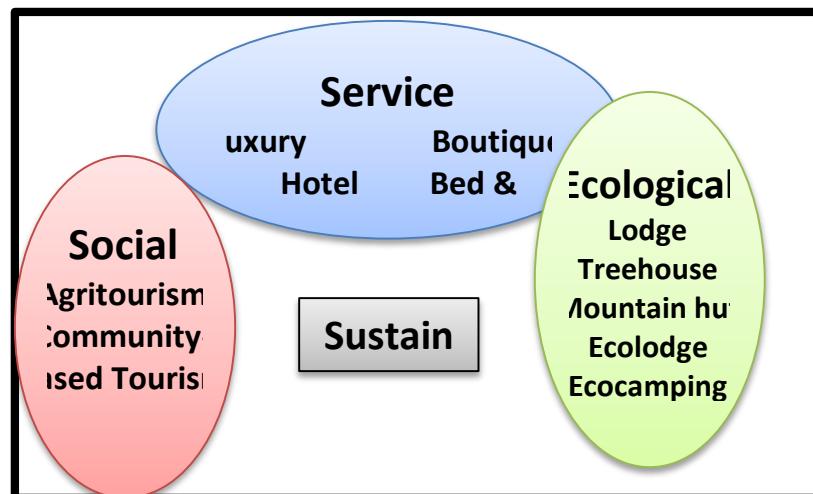


Figure (5): The Challenges of tourism sustainability

Source: www.florie@hopineo.org, 2016, p: 3.

4.5 Responsible Tourism:

Responsible Tourism is more concerned with the attitude and behavior of the tourism.

Figure (6) illustrated the effect of this concept on the sustainable tourism.

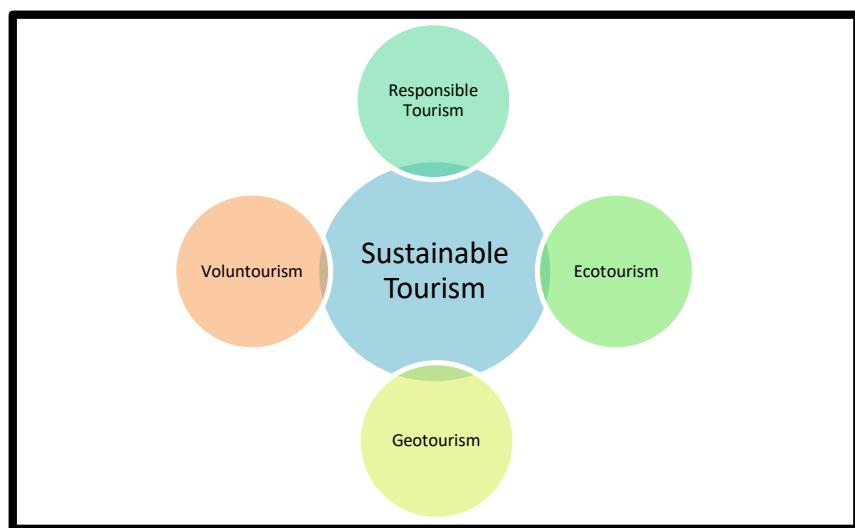


Figure 6 : the effect of Responsible Tourism on the sustainable Tourism.

Source: www.planning4travel.com, 2016, p: 2

V. STATISTICAL ANALYSIS OF THE PRACTICAL ASPECT OF RESEARCH

In this study, the researcher settled on the use of a number of advanced statistical methods and methods in the process of data analysis. The Cronbach's Alpha coefficient was used to confirm the reliability of the data obtained from the distribution of questionnaires on the selected sample. The questionnaires represent the identified research (the effect of the tourism media in sustainable tourism). The researcher benefited from the Weighted Mean, the Standard Deviation, and the relative importance of each paragraph of the questionnaire to obtain the analysis. Descriptive of tourist flags in its three dimensions and sustainable tourism with its three axes. The researcher then proceeded to use the linear regression analysis to show the impact of tourism media in its three dimensions in sustainable tourism. Through the Statistical Package for the Social Sciences (25 th Edition). The results were as follows:

5.1 Tests of stability and honesty of the measuring instrument

Person of Table (1) The value of the Cronbach's Alpha coefficient for the whole questionnaires is equal to (0.739), which is more than (0.700) which confirms that the paragraphs of the questionnaire have passed the stability test successfully, indicating a high stability in all the paragraphs of the questionnaire,). Passing the questionnaires to test the honesty successfully, where the scale of the validity of the test (0.860) to confirm that the paragraphs of the questionnaire represent the research (the impact of the tourism media in promoting sustainable tourism) the best representation.

Table 1: Results of stability test and accuracy of questioner value

The tests	The method	Measurement value	Comment by the researcher
-----------	------------	-------------------	---------------------------

Stability	Cronbach's Alpha	0.739	High stability in resolution paragraphs
Honesty	test Sincerity	0.860	The vertebrae pass the test of honesty successfully

5.2 Descriptive analysis of tourism media and sustainable tourism

At this stage of the analysis, the researcher indicates the results of the weighted arithmetic environment, the standard deviations and the relative importance of each paragraph. In order to show the strength of the response, the researcher relied on the mean (3), which is the boundary between the agreement and the disagreement within the fifth Likert scale. Of the response strength matrix in the respondent response level statement on the question paragraphs, as detailed in Table (2) as follows:

Table 2 : matrix strength on respondent response statement

The value of the weighted arithmetic mean is limited to the period	The strength of response to the resolution paragraphs	Response level
From 1 to less than 1.8	Total disagreement	Low
From 1.8 to less than 2.6	Lack of agreement	
From 2.6 to less than 3.4	Neutrality	Average
From 3.4 to less than 4.2	the agreement	High
From 4.2 to 5	Full agreement	

The weighted mean value of the tourist flags (3.934) is larger than the mean value of the mean variable. The weighted mean of the independent variable falls within the category (3.4 to less than 4.2) in the response strength matrix, indicating that The level of importance of the sample responses on the tourist media sections was headed towards agreement and with a high response level, with a standard deviation of 0.552, which indicates a slight dispersion of the sample responses in terms of the independent variable, while the relative importance of tourist flags was 78.67% , And these results illustrate the agreement of most Ain personnel The study on the paragraphs of this variable.

The dimensions of the independent variable were divided between the highest level of response to the dimension of the tourist media with a weighted average of 4.061 and a standard deviation of (0.556) and a relative importance of (81.22%). Table 3 indicated that tourism information technology achieved the lowest level of answer (3.807). The standard deviation was (0.544) and the relative importance was (76.14%).

The value of the weighted arithmetic mean of sustainable tourism (3.882) is greater than the mean value of the mean. The weighted mean value of the adopted variable falls within the category (3.4 to less than 4.2) in the response strength matrix, The importance of the sample responses on the paragraphs of sustainable tourism has tended towards agreement and with a high level of response, with a standard deviation of (0.444), which indicates a slight dispersion of sample responses regarding the variables of the adopted variable, while the relative importance of the variable of sustainable tourism reached 77.65% The results show that most of the sample of the study agreed on the poorest V This variable.

The dimensions of the variable used were divided between the highest response level of the upper management axis with a weighted average of 4.000 and a standard deviation of 0.417 and a relative importance of 80%.

Table 3 indicated that the government role axis achieved the lowest level of response (3,767). The standard deviation of the axis of the government role was (0.553) and the relative importance was (75.34%).

Table 3: importance level of tourism media and axes of sustainable tourism

Paragraphs	Code	Weighted Mean	Std. Deviation	The relative importance	Response level Responder
X1	Tourist Information	4.061	0.556	81,22	High
X2	Modern media	3.933	0.555	78,66	High
X3	Tourism Information Technology	3.807	0.544	76,14	High
X	Tourist Information	3,934	0,552	78,67	High
Y1	Contributors	3.880	0.362	77,6	High
Y2	Role of Government	3.767	0.553	75,34	High
Y3	Higher Management	4.000	0.417	80	High
Y	Sustainable tourism	3,882	0,444	77,65	High

5.3 Test the impact of tourism flags in sustainable tourism

In this study, the researcher will rely on the analysis of multiple linear regression to show the impact of tourism media in its three dimensions in sustainable tourism in its three axes. At this stage, the researcher will test the following hypotheses:

The main hypothesis:

{There is a significant statistical significance of the dimensions of the tourism information in sustainable tourism} and consists of three sub-hypotheses as follows:

First Hypothesis:

There is a significant statistical effect of the dimensions of the tourist information in the shareholders.

Second Hypothesis:

{There is a significant statistical significance of the dimensions of tourism information in the role of government}

Third Hypothesis:

{There is a significant statistical significance of the dimensions of the tourist information in senior management}.

The Hypothesis	Variables		Regression coefficient B	The coefficient of determination R ² %	test f	Level of significance (Probability Value)	Comment of the researcher
	Independent	Approved					
Tourist Information	Media Modern	Contributo rs	2.25	32.7 %	4.21 2	0.015	Acceptance of the first sub- hypothesis with 95%
	Tourism Information Technology						
The value of the tabular F at 95% confidence level is equal to (2.975)							

results of the linear regression analysis were as follows:

Table (4) shows the acceptance of the first sub-hypothesis, which states that there is a significant statistical significance for the dimensions of the tourist information in the shareholders and 95% confidence. The calculated value of F is 4.212 which is significant because it is greater than The mean value of the calculated F value was (0.015), which is smaller than the significant level (0.05), while the value of the R2 (32.7%) Indicating the percentage of interpretation (impact) dimensions of tourism information in the shareholders as one of the axes of the variable adopted tourism A.

Table 4: Effect test dimensions of tourism media in shareholders

Table (5) confirms the acceptance of the second sub-hypothesis, which states: "There is a statistically significant effect of the dimensions of the tourist information in the role of the government" and with a confidence level of 95%. The calculated F value is (3.748) Of the value of the periodic value of (2.975) at a significant level (0.05). In particular, the level of significance (the probability value) corresponding to the calculated F value was 0.023 and is less than the significant level (0.05) %) Indicating the percentage of interpretation (impact) dimensions of tourism information in the role of government as one of the axes of the adopted variable tourism Sustainability.

Table 5: Effect test dimensions of tourism media in government role

Hypothesis	Variables		Regression coefficient B	test f		Comment of the the	Accept
	Independent	Approved		F Calculated value	Level of significance (Probability Value)		
	Tourist Information ent	Role of Governm ent	1.728	0.502	30.2 %	3.748	0.023
Second	y						

	Media Modern			0.210				
	Tourism Information Technology			0.218				
The value of the tabular F at 95% confidence level is equal to (2.975)								

Table (6) shows the rejection of the third sub-hypothesis, which states: "There is a statistically significant effect of the dimensions of the tourist information in the upper management," with 95% confidence. The calculated F value is 2.770, (0.05), in particular that the level of significance (the probability value) corresponding to the calculated F value was (0.062), which is greater than the significant level (0.05), while the value of the limiting factor (R2) 30.2%, indicating the percentage of the interpretation of the influence of the dimensions of tourism media in senior management as one of the axes of the adopted variable Sustainable tourism.

Table 6: Effect test dimensions of tourism media in senior management

Hypothesis	Variables		Regression coefficient B	The coefficient of determination R2%	Explanation ratio	test f	Comment of the researcher	Acceptance of the main hypothesis with 0.5% confidence
	Independent	Approved						
Main	Tourist Information	Sustainable tourism	0.407	36.7 %	5.019	0.007	The value of the tabular F at 95% confidence level is equal to (2.975)	
	Media Modern		0.176					
	Tourism Information Technology		0.115					
	The value of the tabular F at 95% confidence level is equal to (2.975)							

(4) Acceptance of the main hypothesis, which states that there is a statistically significant effect of the dimensions of the tourist information in sustainable tourism, with a confidence level of 95%. The calculated value

of F is 5.019, The mean value of the calculated F value was (0.007), which is smaller than the significant level (0.05), while the value of the coefficient of determination (R2%) was 36.7%) Indicating the ratio of the interpretation (effect) dimensions of tourism information in the adopted variable sustainable tourism.

VI. CONCLUSIONS

1. To serve the tourist information on a communication plan
2. For social media
3. Crystallize sustainable tourism a combination of a component of individuals and tourist site and profits for their development and development.
4. Sustainable tourism focused on several cultures.
5. The results of the field study

VII. RECOMMENDATIONS

1. To invest traditional and modern tourism media in educating the public about the importance of sustainable tourism.
2. Duty to focus on the plan of communication with the tourist depends
3. Lack of government role in adopting strategies for sustainable tourism in Iraq.
4. Your interest in quality of quality to develop sustainable tourism
5. Emphasize coordination and cooperation between official and non-official institutions and agencies.

REFERENCES

1. Carnoy, Juliet, (2017),"5 ways social media has transformed tourism marketing".
2. Korez, Romana , (2013),"Promoting sustainability of tourism by creative tourism development.
3. Sanyal, Ananda,(2011),"Role of media in tourism".
4. Taylor, Dan, (2017),"What are sustainable tourism and how your hotel supported can.
5. Praveen Kumar,S., (2014),"Role of media in the promotion of tourism industry in India", international research journal,2014,vol : 1 Issue 3.
6. Boland marketing, (2016).
7. Wheeler.F&Frost.w.,(2010),"Cultural Heritage tourism and the media : The case of Ned Kelly, international tourism and media conference, Monash University / 11-13 July / 2010.
8. World travel & tourism council, (2016).
9. www.gormantourist marketing, "Tourism communication plan", (2017).
10. www.shutterstock, Inc.com, (2018).10
11. www.WIKIPEDIA, (2018),"Travel technology".
12. www.hospitality Net, (2015), "The Impact of social media on the tourism industry.
13. www.tourismandmor.com, (2011), "using social media for tourism".
14. www.wikipedia, (2018), "Sustainable tourism".

15. www.tourism marketing .com, (2017), "what is sustainable tourism and why is it important?".
16. www.florie@hopineo.org.(2016),"what is sustainable tourism and responsible tourism"?
17. www.sustainable tourism. net, (2014).
18. www, Vision-travel-north .com, (2018).
19. www.sustainable tourism development. com, (2012), "The dimentions of sustainable tourism development".