

# Ways of Developing Tourism Guidance and Its Implications for the Tourism Industry: An Exploratory Study of a Graduate's Sample of The Tourism Technologies Department

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The research problem of this paper is related to the tourist areas and their relationship with the tourism industry. The problem is characterized by certain factors related to the government negation of this very important branch of economy. Iraqi government should manage a plan to deal with the problems that encounter the tourism industry in general, especially those which are relate to religious tourism. Such a plan should focus on the recognition of the factors that enhanced the quality of services of the tourism and finding out immediate solutions to the problem that prevent its progress. This paper will deal with such problem and show the main expected solutions for such obstacles.

**Key words:** *Tourism - Guidance - Industry*

## Introduction

### *The Concept of Tourism*

Tourism has been defined as: a phenomenon of the human activity and has been known since ancient times as temporary movements processes, by some people leaving their homes or residence places, to other places or another country for purposes of non-residence as usual, which is the total sum of relations. (*Muthanna, 2000*) It is also defined as: a social phenomenon represented in moving the person temporarily from home country which live in to another country or region as usual for any purpose none of immigration or acceptance of

work for wage. (*Ahmad, 2007*) Tourism is also defined as: the term for entertainment trips, which is the sum of humanitarian activities that work to achieve this type of trip, and it is an industry helps to satisfy the desires of the tourist. (*Osama, 2006*) Tourism is defined as: a humanitarian activity that expresses of the movement of individuals and money from place to another for multiple purposes other than the purposes of work and temporarily not less than (24 hours). (*Khaled, 1999*) Tourism has also been defined as: a group of phenomena, events and relationships resulting from travel and residence other not the owners of the country that have no connection with the profit activity of the permanent residence, where they act as a circular movement in which the group or person starts, starting from the origin country or place of permanent residence, and in the end Return to the same place (*Shawkat, 2016*). Also the tourism is known as: a phenomenon of human activity known since ancient times that: a temporary transfers processes by some people, leaving their places or residence places to other places or other countries for purposes of non residence (*Atef, 2007*)

### ***The Concept of Tourist***

The tourist is known as: The main actor in the tourism process which is very important to the tourism process originally, which aims to satisfy him and work on his comfort and provide all available means and to provided to him. (*Mohamed, 2106*) As the tourist knows, according to the "United Nations" in the Rome Conference in 1963: as a person who travels to a country from another country none, and stay for no more than (24 hours) without prolonging his stay to the extent that consider is home to him (*Mustaf, 2011*). In year 1932, the Tourist Experts Committee of the United Nations League highlighted several concepts for tourists, including people who travel for comfort, pleasure, for family or health purposes, people traveling to international meetings and persons traveling on cruises even if their stay period less than 24 hours. (*Mustafa, 2015*)

### ***The Concept of Tourism Guidance***

The tourism guidance is: Lead, organise and manage the tourist trips, implement the tourist programs for the tourist or group of tourists, accompany them from their arrival until their departure, facilitate their mobility, help them to practice the patterns and specified activities in their programs and provide the necessary explanatory information to success the trip (*Nabil, 1998*). The tourism guidance is defined as: It is the interaction between the tourist and the tour guide, through the guide which gives the tourist information which concerns the tourist and loves the place and reveal its secrets, which leaves a different impression for the tourist upon his first vision of this place (*Nabil, 2008*). Also tourism guidance is: a complementary activities of the tourist activity, which requires practical, technical and sufficient experience in the field of knowledge of historical, geographical and cultural aspects and proficiency of foreign languages recognised globally (*Rima, 2001*). It is also a tourist

guide that: It is a complementary activity of the tourist activity, which requires practical and technical competence and sufficient experience in the field of knowledge of historical, geographical and cultural aspects and proficiency of foreign languages recognized globally (*Salah El-Din, 1987*).

### ***The Concept of the Tour Guide***

The tour guide define as: A person who makes the trip or a person with the ability and knowledge of a specific area and who has to tell the people everything he know about the destination area. This term is used outside the guidance process to describe expert people who guide people, including the flight manager, teacher, and translator (*Maher, 2010*). It is one of the corners of the tourism process, which manages and organises tourism trips through the acceptance of tourists groups and works to clarify and explain about the tourism attractions areas of the members of the tourist group that accompanies him and the responsibility of maintaining this group where he is the ambassador, teacher and messenger carrier of the civilization and culture of the nation (*Maher, 1997*). It is the person officially licensed from the concerned authorities who is responsible for explaining and guiding the tourist in the places of a tourist destination for a fee and accompanying the organized tourist groups for specific periods (*Mohamed, 2002*). It is human (male or female) educated, learner and conscious to provide a clear and honest message about his country without increase or decrease and so he is the first and last interviews and deposited the tourist group, he is responsible for the preservation and has a set of qualities, the most important is honesty, high ethics, patience, has the ability to containing and solving problems and the discipline (*Mustafa, 2015*).

### ***The Concept of Tourism Industry***

The tourism industry is defined as public and private organisations involved in developing the production and marketing of goods and services to serve the needs and welfare of tourists (*Samra, 2012*). It was defined by "Joubert Freud" in 1905 tourism: it is a phenomenon of our time stemming from the increasing need for comfort, to change the air, a sense of nature beauty and to feel the joy and pleasure of living in areas has special nature (*Mahi, 1982*). The Swiss scientist "Glaxan" also introduced another definition in 1935: it is a set of reciprocal relationships that arise between a person who is temporarily in a place and people living in that place. As for the procedural definition of the tourism industry: it is more than a service industry, but it is linked and a complex compatibility between different industries and activities distributed between the historical heritage, the beauty of nature, climate, customs and traditions, hotels, transport. All this interdependence is based on the basic factors and it is the human and so the tourism is affected by the social, cultural, economic and political environment. (*Mohammed, 2012*)

### ***The Importance of the Tour Guide***

- **Cultural Importance:** The cultural significance of the tour guide can be summarised as follows: Introducing the tourist to the cultural heritage of the state. Highlighting the historical significance and linking the events to enhance the meeting between civilizations. (*Mohammed, 1998*)
- **Social Importance:** The social importance of the tour guide can be summarised as follows: Enlighten the tourists with the social traditions of local people in the tourist destination. Take the necessary precautions to prevent the social collision with the behaviour of tourists during their visit to the tourist destination. (*Mohammed, 2012*)
- **Economic importance:** Protection of tourists from the exploitation that may be done by some shop owners and shops in the tourist destination. Increased demand for stores contracted by the tour guide implicitly according to the logic of the commission. (*Samra, 2012*)

### ***Types of Tourist Guides***

The world countries are different in the classification of the tourist guide to specific forms and categories according to organizational requirements aimed at framing, organizing and arranging the profession, the most important of these categories (*Mohamed, 2002*): According to large countries (international, national, regional, local, and site tour guide). According to small countries: (National Guide), Depending on the trip length (tour guide for limited hours, throughout the day, for several days), according to seasonality (seasonal guide, year-round guide), depending on the transport mean: (marine guide, innocent, mobile) and according to the pattern of the trip: (religious, archaeological, therapeutic, adventure, exploration). Tourism guidance is known as a seasonal profession but offers rewarding wages in most parts of the world. Therefore, the tour guide should be creative in order to stand out in his field. The following examples illustrate the different types and forms of tour guide work: Public relations representative: where he represents his country, so it must be an honourable model for him. Teacher: He transmits the information to tourists and is not required to be a great teacher but able to urge others to learn. Host: (*Maher, 2010*) The Companion with a fun talk, and the hospitable generous. The Tour Manager: One of the roles that the guide can play easily and helps him to travel outside the borders of his country in the seasons of recession. The Supervisor of the trip: through incentive companies that may resort to hiring guides to do that role. The Tourism Programs Designer: The guide can design a guided trip at the same time. Teaching (for less experienced tour guides). (*Rima, 2001*)

### ***The Characteristics of the Tourist Guide***

- **The Personal qualities:** Love of the home country and belonging to it, and full conviction of greatness of his past and current potential and the bright future, good appearance, acceptable shape, elegance and simplicity. Care of people and the desire to help them. A high sense of responsibility, and the ability to face the pressure. (Mustafa, 2015)
- **The General qualities:** Fluent in at least foreign language. Knowing the laws and regulations, especially those related to his work of the promotion, tourism, organized travel, and the laws of organizations and ministries supporting tourism such as laws of (finance, banking, currency exchange, traffic, municipalities, transport, work, insurance, residence, and others). Conversant with the assets of dealing, protocol and protocol assets. Conversant of many related fields of knowledge such as: (history, geography, monuments, and others). (Mohamed, 2106)

### ***The Importance of the Tourist Guidance Profession***

Tourism Guidance is a work and human activity and the need of it emerged and varied at the beginning of the human need to travel. The importance of tourism guidance lies in helping visitors or travellers to develop their awareness of the destination area, (Maher, 1997) appreciation it and access to it quickly. The importance of the tourism guidance career shows in that the tour guide has an openness to the experiences and great civilization achievements of the of human civilization, and to benefit from these achievements, techniques and expertise during his role in the tourism process. The charity culture and good dealing with tourists and dialogue with them because this culture is only able to form a tour guide, and make him characterized by good character and adapt with tourists in the tourism sector. (Shawkat, 2016)

### ***Obstacles of Tourism Guidance and Ways of Overcoming Problems and Developing the Profession***

**Obstacles of Tourism Guidance:** none of clear definition of the duties and the tour guide functions at the administrative level, especially in the official bodies, and through specific regulations and legislation. However recently issued legislation dealing with guides in tourism work such as the tourism guiding system and the association of guide tourists. The recent university educational centres for preparation and composition of guides, in addition to limited experience and practice for those who have been prepared through training programs and development courses. In addition to these disadvantages, the profession suffers from problems and difficulties at the level of individuals in the significance, which we can put, some of them: (Osama, 2006)

- **Professionals are limited** Old age of many. Many of them quit work for lack of sufficient catalysts. (Muthanna, 2000)

### ***Ways to Overcome Problems and Develop the Profession***

The necessity of development of the studying programs of tourism guidance and acceptance to meet with the actual need of tourist guides. Upgrading the level of these studying programs where to reach the bachelor's degree and exceed it because the guidance work depends mainly on the accumulation of culture and knowledge. (Ahmad, 2007) Arranging developmental training programs of the graduates of the academic study to expand their horizons of knowledge and increase their abilities before being placed in the field of work and before facing foreign tourists. Stimulate and encourage the guide in personal growth and self-development by giving rewards for development and updating. Develop the development programs in languages. (Atef, 2007)

### ***Objectives of Tourism Guidance***

Work to increase the awareness of tourists in the tourist destination areas through the information provided to them by the tour guide, and to be fully aware of the importance of tourist areas they visit. Tourism Guidance aims to achieve the desires of the employees to serve the national parks, which they aspire to achieve a benefit to the country in general and employees in particular. Through the tourism guidance, it can achieve the objectives of management by promoting the optimal exploitation of human resources and determine the appropriate way to deal with them. (Mustaf, 2011)

### ***Tourism Industry***

The tourism industry has an important role in building human relations between nations and their rapprochement and has an active contribution in supporting security and peace between countries. The movement of tourists to different countries and knowledge of their conditions, problems and inspect those communities that generates a kind of understanding, knowledge and a sense of suffering, and creates a kind of sympathy, and contribute to closer the relations of humanity among those communities. The tourism industry is a media message in all its dimensions as well as its details (Nabil, 1998). One of the main functions that the tourism industry should fulfil is the psychological need of creating a state of psychological balance and the nervous calm of the individual, giving him the opportunity to express himself freely and to vent sensory emotions, a sense of joy, contentment and comfort (Rima, 2001). The tourism industry is characterised by its special ability to send a series of productive, investment and activities operations in the national economy because of the spill over effects of complex and complicated tourist demand from many goods and services to the main and

sub-economic sectors, which contribute to the manufacture of tourism products, which sometimes exceeds the one hundred and forty sector and sub-industry confirms the economic effectiveness of the tourist activity, especially in the tourist countries of the dynamic engines of the national economy, which stimulates the national economy and works to achieve development. (Maher, 2010)

### ***The Role of Technical Progress in the Development of the Tourism Industry in Iraq***

The tourism sector in Iraq, with its great competitive advantages, is one of the reliable sectors in the diversification of the Iraqi economy through its superior capabilities to generate new sources of income and employment and stimulates other of economic activities to grow and develop on the other hand, as some specialists described the tourism sector as representing Renewed oil of Iraq (Mohamed, 2002). Others believe that tourism wealth is not depleted or obsolete, verse the natural resources, and the attractive factors for tourism cannot disappear, but is renewed over time. We will show in this study the technological development and the impact on the growth of the tourism sector, which earns a special importance in Iraq, where it will reconcile with the circumstances and time that Iraq suffers from successive, crises and calamities effect the reduction of production and high rates of unemployment, which requires accelerating care in the tourism activity (Rima, 2001) to take its contribution to solving part of the economic problems through a period in the development and increase the volume of national production and to achieve self-sufficiency and the jobs availability for the unemployed. He believes this sector as the hope in supporting the industrial commercial balance by reducing imports through paying attention to traditional industries (Samra, 2012)

### ***The Tourism affection in the Economic Field***

Tourism plays an important role in activation the economies of many countries, where it has become a major source of national income as a result of tourist spending, which is in many forms, including accommodation, transport, food, services and purchases. (Mustafa, 2015) In addition to the multiplier effect of income which generated by this agreement resulting from the turnover of tourism revenues in various economic cycles and create a recovery in various fields and there are links between the tourism sector and other sectors, such as industrial, agricultural or services. (Mohammed, 2012)

### ***The Economic Importance of the Tourism Sector in Iraq***

The tourism sector in Iraq did not occupy a suitable place, the importance of a period in advancing the economy because of the policies applied by the previous systems and the work dictated by the state. (Atef, 2007) One of the economic objectives of the Iraqi National Development Plan (2010-2014) indicates that the State seeks to make the Development

Management of Oil Sector Revenues responds to the sustainable development for present and future generations, diversifying the economic base, increasing the contribution of growth sectors in industry, energy, agriculture and tourism. This should also raise their contribution in generating long-term of Gross Domestic Production in order to reach the annual growth target in gross domestic production of (31-13%) with Oil and (6.5%) without it. The plan seeks to build the foundations of economic partnership and activate it between the public and private sectors (*Osama, 2006*).

## Results

The use of the mathematical method to analyse the results of this scientific test reinforces the research objectives and directions. The practical framework of the research tagged (ways of developing the tourism guidance and its implications for the tourism industry) to design a questionnaire, which included two axes divided into multiple paragraphs. Each paragraph includes a scientific question in the framework of the research and distributed to a sample of graduates of our section (Department of Tourism Techniques / Tourism Guidance Branch) for the previous two years There were (26) questionnaires form and (22) questionnaires forms were received and 4 neglected questionnaires forms. It includes the analysis of study variables according to the answers of the study sample in general and as follows:

- **The First Axis: Identification Information**

The research sample included of (73%) males (16 males) versus (27%) females versus (6 females). This indicates that the male group is more interested in working in the tourism professions, including a tour guide. The age group of the target sample was confined between (20-25) years and (26-30) years, as the age group (20-25) years reached (100%). The academic qualifications of the study sample were graduates of the Tourism Techniques Department / Tourist Guidance Branch without anyone possessing a certificate from the other branch in the department, which is the Hotel Management Branch, indicating that most graduates tend to work in the accreted specialization field in tourist offices. In particular the tour guides and its percentage of 100%. It is clear from the results of the questionnaire that (75%) with (12 male) graduates of the academic year (2016/2017) versus of (25%) and the number (4 males) for the academic year (2017/2018). This indicates that the academic year (2016/2017) was the most accepted in the employment field in the tourism field versus the academic year (2017/2018) for the recent of graduation students. As for the researched sample of females, the percentage (16.5%) of the number (one female) graduated in the academic year (2016/2017) versus the percentage (83.5%) with the number (5 females) of the graduates of the academic year (2017/2018). This indicates a positive increase in the number of female graduates for the academic year (2017/2018) to the desire of female students to study and practice the tourism professions.



• **The Second Axis: Questionnaire questions**

This axis includes a simple statistical analysis by using the percentages of the questionnaire paragraphs and according to the tripartite scale (agreed, neutral, and disagreed) and as shown in the following table for the male category of the sample:

**Table 1:** The male category in the searched sample

paragraphs	Agree	percentage	neutral	percentage	Disagree	percentage	percentage
X1	14	%87.5	1	%6.25	1	%6.25	%100
X2	12	%75	4	%25	0	%0	%100
X3	15	%93.75	1	%6.25	0	%0	%100
X4	15	%93.75	1	%6.25	0	%0	%100
X5	16	%100	0	%0	0	%0	%100
X6	14	%87.5	1	%6.25	1	%6.25	%100
X7	16	%100	0	%0	0	%0	%100
X8	15	%93.75	1	%6.25	0	%0	%100
X9	14	%87.5	2	%12.5	0	%0	%100
X10	16	%100	0	0%	0	%0	%100

**Table 2:** The female category in the searched sample

paragraphs	Agree	percentage	neutral	percentage	Disagree	percentage	percentage
X1	4	%66.6	2	%33.3	0	%6.25	%100
X2	4	%66.6	2	%33.3	0	%0	%100
X3	4	%66.6	2	%33.3	0	%0	%100
X4	2	%33.3	4	%66.6	0	%0	%100
X5	2	%33.3	4	%66.6	0	%0	%100
X6	4	%66.6	2	%33.3	0	%0	%100
X7	3	%50	3	5%0	0	%0	%100
X8	4	%66.6	2	%33.3	0	%0	%100
X9	5	%83.3	1	%16.6	0	%0	%100
X10	6	%100	0	0%	0	%0	%100

**Conclusions**

The conclusions present a group of necessity conclusions to develop the tourism guidance and tourism industry profession as the following:

1. Work on making a plan to benefit from the expertise and professional competencies specialized in the field of tourism, especially tourist guidance.
2. To provide opportunites for tourist graduates to open tourist offices and reduce the current legal rigidity.



3. Establishing unions concerned with supporting the profession of tourism guidance and development, and develop the capabilities of its members.
4. Encouraging the types and kinds of tourism, this in turn will criticize a larger number of guides.
5. Openness on the Arab countries to develop the ecotourism.
6. Intensify the specialization courses for the graduating guides from them and who are already working in tourist facilities and companies.
7. Enhancing the role of tourism research and articles that are in the interest of the tour guide.



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