The effect of Facebook in stimulating cultural tourism

Dr. Zuhier Abbas Azeez[1] , Athraa sattar kadhem jaber al-waeli[2]

[1,2]*College of Touristic Science, Mustansiriyah University, Iraq*

Abstract

The modern means of communication Facebook is one of the most famous modern means of communication because of its advantage over other modern means of communication, with several advantages that made it the forefront of cyberspace.

Facebook is an effective, interactive, interconnected communication medium that includes the largest human gathering on the face of the earth on its website that attracts the tourist masses using this method by promoting tourism activity, and all this is done by uploading photos, video clips, and their impressions about the places visited to promote the site of tourist attractions .

Cultural tourism is a type of tourism concerned with the tourism of antiquities, heritage, folklore, and the material and intangible cultural heritage of peoples, as well as visiting museums, theaters, libraries and all cultural activities and events, and cultural tourism is an activity that covers all travel purposes where people learn about each other ways of life and follow thought, and the tourist countries have always promoted cultural tourism. Because of its growing importance in the global tourism market.

To accomplish this study, a field survey method was adopted. The study concluded with many conclusions that had a role in stimulating cultural tourism in the city of Baghdad.

1- The importance of Facebook in tourism activity is highlighted by achieving awareness of the importance of tourism in society and the formation of tourism culture among its members.

2- Tourism activity depends on Facebook in providing tourism information, displaying tourism services, and introducing tourist facilities and tourist reservation possibilities.

1. INTRODUCTION

There is no doubt that we live in our day in an era characterized by acceleration and development in all areas of life, and the development of modern technologies had a direct impact on the intensification of this acceleration that extended to all branches of life. Modern means of communication today are among the greatest produced by the modern technological revolution on the Internet. And the modern means of communication (Facebook) is one of the

most important and most famous of these means, due to its widespread use and wide spread, which has exceeded two billion users and is still spreading and expanding its audience base, and Facebook is a social communication method that allows subscribers to communicate with each other through the use of tools. The site and the formation of good links and friendships through it if it has the ability to reach the public with all the various hospitality has made it an urgent requirement, and Facebook as a means of communication has several advantages and characteristics, including the status feature, adding a friend, pictures, important events, advertising, poems, especially liking, and being A medium with a wide popular base, and to preserve its audience, the Facebook communication method continues to innovate, develop, and update its features and advantages.

Cultural tourism is an important type of tourism that is concerned with antiquities, heritage sites, museums, libraries, and theater, as it expresses the individual's possession of a certain amount of knowledge, information, concepts, skills, trends and values that, as a whole, represent a tourism culture, which makes the tourist have a rational tourist behavior towards all societies and tourist manifestations, and it stands out. Its importance is through improving the lifestyle, introducing the cultural heritage and working to raise the standard of living for the local population, and it helps to develop tourist places and raise the level of awareness of tourism development. Cultural tourism depends on several elements of attraction such as archaeological and heritage sites, museums, galleries, libraries, theaters, and many other attractions. Cultural tourism combines several cultures, such as the culture of the tourist, the culture of the host, the culture of tourism and cultural tourism, and it is no longer limited to archaeological sites and preserved heritage, but has become comprised of many forms of tourism, including cultural events, cultural activities, the consolidation of cultural values and cultural tourism based on several principles that aim to perpetuate them.

This study relied on a set of scientific approaches to achieve the main objective sought from it, the comparative approach, in addition to the statistical approach, as well as specific tools and methods, including the questionnaire, the personal interview, to collect information related to this study.

The study was divided into two main parts:

First / The theoretical study .. It includes the two variables of the study

   - The first variable is Facebook

   The second variable is cultural tourism

Second / field study.

The first topic / methodological framework of the study

In our topic, we deal with clarifying the problem of the study, its importance, its objectives, as well as the methodology taken to discuss the research, and the identification of the original study population, the studied sample, its type, size, and the method of testing it.

The research plan also included knowing the measures used in building the questionnaire paragraphs, the statistical tools and methods used in their measurement, and a brief presentation of the study concepts and terminology, as well as reviewing a number of the most important previous studies similar in content to the field of study.

First: the study problem

We can crystallize the problem of the study around a set of questions that are summarized by the extent to which specialists in the tourism field know the dangerous role that modern means of communication play in general and (Facebook) in particular, and cultural tourism, which represents an important pattern of well-known and widespread tourism patterns also due to the multiplicity of its types of tourism What is the way Facebook contributes to revitalizing the cultural movement in the city of Baghdad, especially because it has many sites and cultural tourist attractions that can contribute to raising the level of cultural tourism awareness in the city of Baghdad, and for the ease of addressing the research problem, it has been divided into the following sub-questions:

1- What is meant by modern means of communication (Facebook)?

2- How to employ the means of communication (Facebook) in attracting the largest number of tourists to the sites of tourist attractions

3- How can cultural tourism be revitalized in the city of Baghdad?

4- How to upgrade the sites of cultural attractions in the city of Baghdad.

Second: the importance of the study

The study derives its importance from the fact that it deals with a contemporary, important and vital topic, the artery carrying all our human, social, economic and political interactions represented by modern means of communication, its history, importance, methods, functions, characteristics, and methods, in order to clarify and employ them in the best way, as the current study works on the definition By means of modern communication and (Facebook) and an attempt to link the revitalization of cultural tourism with the method of scientific research in order to reach a demonstration of the extent of its impact on activating the cultural tourism activity of the capital Baghdad, and how to revitalize it with the sites and attractions that Baghdad enjoys of local, regional and international fame. Highlighting it and enhancing the level of interest of local and foreign tourists, in order to achieve the goals of tourism organizations and agencies on the one hand and to achieve the satisfaction of tourists on the other hand, thus ensuring the continuity of cultural tourism as a distinctive pattern in which the capital enjoys.

Third: The objectives of the study

The study clarifies a group of highlighting its goals as follows:

1- Shedding light on modern means of communication

2- Explain the methods, shapes, types, functions and modern means of communication

3- Focusing on the characteristics, advantages, advantages, uses and applications of Facebook in tourism activation

4- Highlighting the levels and impacts of cultural tourism, its forms and the institutions responsible for its revitalization

5- Shedding light on the sites of cultural attractions in the city of Baghdad

6- Upgrading and revitalizing cultural tourism in the city of Baghdad

7 - Standing on the most important obstacles facing cultural tourism activity in the city of Baghdad

Fourth: Curriculum:

The method is a set of rules that the researcher uses to explain a certain phenomenon with the aim of reaching the scientific truth, that is, it is the path leading to the disclosure of the truth in the sciences by means of a set of general rules that dominate the functioning of the mind and determine its processes until it reaches a known result (Al-Badawi, 1998: 19) The study curriculum is a design process through which plans are developed to collect information, and the goal is to make the study explain its objectives in a simple, coherent and systematic way (Bratton, J & Goldj, 2003).

This curriculum is defined as the tool through which the researcher can control the study in general, and adjust its procedures according to the standard procedures and rules characteristic of each curriculum (Abdul Hamid, 2000: 7)

The curriculum is a study that combines theory and practice, and therefore, because of its theoretical framework, it deals with the concepts of the study and its terminology and the concept of modern means of communication (Facebook) and its effect on stimulating cultural tourism for the most prominent tourist attractions in the city of Baghdad, and this sometimes requires the use of more than one scientific method at the same time. The researcher determines them according to his study, and we depend in our study on a number of approaches that are compatible with the current research topic of our study.

1- Historical method:

It is the approach that plays a major role in discovering and proving historical facts in a scientific, objective and accurate way, by establishing and verifying historical documents, evaluating and analyzing them, and extracting historical facts. Thus, it can be said that the historical method is a scientific research method that searches and uncovers historical facts through the analysis and synthesis of events. And past facts recorded in historical documents and evidence after checking the validity of their information and giving scientific explanations and predictions in the form of consistent general laws (Lutad, 2019: 123)

2- Field survey method

It is defined as an organized attempt to analyze, interpret and report the current situation of a social system, group, or a specific environment. Survey research focuses on the present time and not on the present moment, as it aims to reach data that can be classified, interpreted and generalized in order to benefit from it in the future, especially for scientific purposes (Hassan, 1977 : 212-213)

3- Comparative Approach

It is an approach whose purpose is to understand and comprehend a specific phenomenon or event when comparing it with

A phenomenon or event similar to it in the same society or in different societies (Good, W., 1971),

Therefore, the comparative approach is usually used in the study of scientific, social, economic and tourism research (Al-Hassan, 1982: 130).

4- The statistical approach

It is a science that has its own laws and mathematical rules, but its field of application is in the service of other sciences

(Heikal, 1974: 21), and the word science added to statistics has often been criticized. It is more accurate to say that statistics is a methodology applicable to various sciences, as it is a methodological method used in the study of all phenomena as well as any approach can be used by it (Laland, 2001: 2)

Fifth: statistical methods and measures:

The current study relied on the use of a set of measures and statistical methods in order to reach the best and most accurate results, to study modern means of communication (Facebook) and their impact on stimulating cultural tourism, an applied study of the most prominent tourist attractions in Baghdad, and the following are the addresses of the methods, and the measures that I have adopted The researcher is within the practical aspect of the current study, which are as follows:

1- The arithmetic mean

2- Standard deviation

3- Average relative weight

4- order of importance.

5- The coefficient of variation

6- The coefficient of determination R^2

7. Cyberman ranks correlation coefficient

8.Z Test:

Sixth: Sample Design:

Usually the researcher resorts to adopting the sample research method instead of the comprehensive survey method, and the sample is a part of the community where the characteristics of the community itself are present in this part, and the wisdom of conducting the study on the sample is that in many cases it includes conducting the study on the community (Al-Rashidi, 2000: 149))

Seventh: the main hypotheses of influence

Test the second main hypothesis

(There is a significant influence between modern means of communication (Facebook) in (cultural tourism).

1- The first sub-hypothesis test

(There is a significant effect of the dimension of Facebook's characteristics on cultural tourism).

2- News of the second sub-hypothesis

(There is a significant influence on the cultural tourism dimension of Facebook).

3- The third sub-hypothesis test

(There is a significant effect of the positive aspects of Facebook in cultural tourism).

4- The fourth sub-hypothesis test

(There is a significant impact on the cultural tourism slave of the use of Facebook).

5- The fifth sub-hypothesis test

(There is a significant impact on the cultural tourism dimension of Facebook).

The second topic / the concept of Facebook and its importance, characteristics, advantages, advantages, uses, and importance in tourism

First: The concept of Facebook and the importance of:

 Facebook is a Web site, which is the most used means of communication today. It can be accessed free of charge. It is managed by the "Facebook" limited liability company as private ownership. Users of this site join all the networks organized by the city, workplace, school or region, from For the sake of communicating with others and interacting with them, they can add friends to their friends list, or send messages to them, update their personal files and

introduce the friends themselves. The importance of Facebook being the largest and most used means of communication in the world is its importance as it emerged from a youthful student community that must keep pace with everything new and different from the traditional means of communication and from here its popularity and spread increased and it is natural that the technological progress that occurred in the nineties of the last century is the reason The president is for the spread of such means, but this does not mean that Facebook is not considered a phenomenon that has achieved such a rapid spread around the world and in increasing numbers, and because it is deliberate with the idea of the basis of searching for old friends and also forming new social relationships and being a social being by nature Facebook neglects these feelings in Individuals and making it a social site for its users and because it has become after this wide spread a global means of communication that encourages different groups of different ages to use it.

Modern means of communication, especially Facebook, achieve great importance in many aspects, and we can summarize its importance through the following:

1- Facebook allows communication between individuals wherever they are and is done by exchanging free messages, pictures, and video clips, as the individual can send and receive messages.

2- It helps in activating the skills of the user.

3- It achieves a fair amount of entertainment and entertainment

4- Some people help to get a suitable job.

5- Facebook is one of the best news sites on the Internet, and it provides readers with the information they care about.

6- Promote solidarity between groups and those with common causes.

7- Help to overcome the tyranny of distance in the field of communication.

8- Anyone can create their own content and share it with others easily

9- Many organizations, whether governmental or private, have tended to communicate with the public in order to measure and develop the services they provide (Abu Zeid, 2016: 66)

Second: The importance of Facebook in tourism:

Modern means of communication, including Facebook, constitute one of the most important influences on local and international public opinion, since its ability to reach the multifarious audience and spread at high speed has made it an urgent requirement for all activities and disciplines, and from this standpoint the tourism need for media activity is part It is an integral part of the tourism industry itself, as it is an important element to achieve its goals and develop it in the hoped-for way, and the reality of that vital role appears more than one aspect of the most prominent of which is the realization of awareness of the importance of

tourism in society, and the formation of tourism culture among its members, including the definition of ways to deal with tourists And the environment, in addition to contributing to the marketing of tourism, and Facebook is used to promote tourist places. Facebook provides travel companies with the ability to identify potential travelers and communicate directly with tourists, through advertisements and Facebook applications specially developed for the promotion. Facebook is the most powerful means of communication. New to the tourism market due to the process of buying the platform, and that the process of promoting a tourist destination on Facebook in order to attract more tourists to visit a specific tourist destination is very similar to the promotion of companies The other on the Facebook platform, using Facebook to promote a tourist destination on its platform requires completing many steps. The heart of the Facebook marketing platform is Facebook pages, and creating a Facebook page to promote tourist destinations is simple, fast and free.

The way to measure the success of the time you invest in your Facebook page as an organization is to track whether there is a return in terms of profit. Planning to integrate Facebook into the marketing strategy is essential, but most marketing campaigns may fail due to poor planning. Facebook) about a bulletin board, radio, or print campaign and as such requires the same dedication and planning. Facebook may actually require more attention because unlike traditional marketing campaigns, your Facebook page runs 24 hours a day, 7 days a week. It has a worldwide range.

Facebook is one of the most prominent modern means of communication that is used in the tourist activity by providing tourist information about the sites of tourist attractions, as well as all the services and tourist facilities needed by the tourist, and Facebook today is the first means of communication in the world. Very large because of its wide spread and any advertiser can easily reach individuals through it, and also anyone looking for new tourist places and through Facebook can easily find advertisers' pages.

Third: Facebook features:

1- Profile

2- Statue

3- Add a friend

4- Comments:

5- Like

6- Photos property

7- Events feature

8- Market Place advertisement property

9- Notification

10- Wall panel

11- Create a group of groups

12- Video feature

Fourth: The most prominent updated features on Facebook:

1- Real-time feature and link comments.

2- Include video clips

3- Multiple angle videos

4- New post pages

5- App Analytics

Fifth: Facebook features ::

Facebook has a set of features that distinguish it from other modern means of communication, namely:

1- Facebook, with its mobility, was able to eliminate geographical barriers

2- Ease of use

3- Interactive

4- Summary of news and events

5- Comprehensiveness of use

6- Combining multiple mediums and media

7- Freedom

8- Economy of time, effort and money

Sixth: the positives of Facebook:

Since the discovery of the first means of communication between individuals in our world and its widespread use, the world has touched the great advantages of these means by shortening the transmission time of the message, the speed of response and presenting ideas to the audience of the recipients with great ease. Participating cultures are a means of expressing feelings and feelings and conveying news and events from around the world, and among the most prominent of these advantages are the following:

1- Facebook has contributed to the electronic publishing process. Any Internet user finds himself on Facebook, and his writing rate and consequently his reading has increased. In addition to the development of the writing speed on the keyboard and mobile phone.

2- It provides an opportunity to exchange information, special files, photos and video clips. It is also a welcome field for acquaintance and friendship and creating an atmosphere and a society characterized by the unity of ideas and desires often, and that their ages, places and educational levels differ.

3- Contributing to supporting campaigns and charitable activities, by joining a specific group.

4- Facebook created an opportunity for communication for students of science, writers, media professionals and influential people in society, directly without media, and its pages abound a huge number of cultural, media and advocacy groups (Abd al-Rahman, 2017: 43).

5- People always strive to establish new relationships and communicate. Modern means of communication are used as a magic solution through the virtual world (Ismail, 2020: 58).

6- Knowing the news of the world in which we live, and learning new things (Bouchnafa, 2012: 9).

7- It stimulates creative thinking in different styles and ways between communicating with educated people from different environments, and enables individuals to launch their innovations and projects that achieve their goals and help society grow.

8- They benefit businessmen as tools to promote their websites, products and services (Hilal, 2019: 9).

9- A way to express an opinion on the events prevailing in the world, or in any field of life.

10- Breaking the cultural and civilizational identity through the culture of communication between the sons of the developed world and the sons of the underdeveloped world, which leads to an intellectual rapprochement at the level of individuals and groups in the countries.

Seventh: The positives of Facebook on the tourism side

They are represented by the following (Tribe, John, 2011: 188):

1- Tourists can obtain information.

2- A wide offer of services and options offered to tourists.

3- Using communication and information technology cheaply and without effort.

4- The possibility of obtaining easy and instant information on prices and types of services.

5- The possibility of tourist reservation and purchase in an innovative way.

6- Identify the specifications of tourism services clearly and ease of access to them.

7- The possibility of the tourist to identify the trends of the tourism market.

Eighth: Facebook uses:

Thanks to the wide spread of this site and the wide and varied services that are characterized by it, it has become an indispensable means of communication and can be used in multiple ways and in multiple fields:

1- Social uses

2- Recreational uses

3- Economic uses

4- Political uses

5- Administrative uses

6- Educational uses

7- Tourism uses

The third topic / Cultural tourism: its concept, importance, constituents, principles, levels, effects, and forms

First: the concept and importance of cultural tourism:

The concept of cultural tourism is a complex concept because it consists of two terms, tourism and culture, because each term is in itself difficult to define, so we find many writings that show that cultural tourism is the consumption of culture by tourists and their intellectual digestion and assimilation.

Cultural tourism is a type of tourism that is concerned with the cultural heritage of a country and a people that is sometimes tangible, represented by the architecture of buildings, the effects of previous civilizations, the streets of cities and their museums, their theaters, and their books, as well as the non-material legacy related to the folklore of civilizations and peoples (1).

Cultural tourism covers all the purposes of travel where people learn from each other the ways of life and the sources of thought, and it is also an important way to improve cultural relations between countries, as it is a very important means as a source of attraction for tourists, as cultural tourism is not only concerned with upgrading knowledge and the spirit of understanding, but to form a tourist image. Beloved to countries among foreign tourists (Macintosh, 2002: 250). Cultural tourism has social, humanitarian and economic importance as well as it works on:

1- Improving the lifestyle of societies and peoples.

2- Defining the cultural heritage at the internal and external levels.

3- Transferring the cultural heritage to successive generations and preserving it from extinction. Achieving the sustainability of the cultural heritage.

Second: Elements of cultural tourism attraction:

The tourism industry is nowadays one of the most important sources of income in a large number of countries. People have been dreaming about reaching it for several decades

There is a group of attractions that are components of cultural tourism, according to Ectarc (1989), and they are:

1- Archaeological sites.

2- Museums.

3- Architectural style.

4- Music and dance.

5- Fairs, Festivals, Events and Crafts.

6- Drama.

7- Literature and language.

8- Religious ceremonies such as Hajj.

9- Folklore and subcultures. (Greg. Richards, 23)

As for (Galdner) and Ritchi)), they see that cultural tourism consists of a group of cultural tourism attractions, namely:

1- Archaeological sites.

2- Museums and libraries.

3- Music and drama.

4- Places of recording television and radio programs.

5- Study tours.

([1]) Medlik, S, Dictionary of Travel, Tourism and hospitality, Butter Worth and Heinemann Publication third Edition, 2003, P.48.

6- Film production locations.

7- Conferences and meetings

8- Schools, universities and research places.

On this basis, we note that both Ectarc and (Goeldner and Ritchie) emphasize that archaeological attractions are part of the components of cultural attractions, so the researchers focused on archaeological sites as a basic component of cultural tourism (Goeldner, 2012: 213).

Third: Principles of Tourism Culture:

Tourism culture is based on a set of principles:

1- Tourism culture is an integrated, cognitive and emotional process.

2- The participation of bodies and institutions in implementing the tourism cultural programs.

3- The state and its institutions must take care to revitalize and develop the tourism culture of individuals.

4- Establishing future plans for comprehensive revitalization programs for tourism culture to push the wheel of development

(Al-Baghdadi, 2013: 89)

5- Tourism culture is concerned with the cultural and social aspects of society.

6- Preserving the environment and taking care of it.

7- Adopting a future outlook for a better tourism culture for the individual.

8- Involving community members and intellectuals in preparing programs to revitalize tourism culture (Hanaa, 2004: 24)

Fourth: levels of cultural tourism:

Cultural tourism represents several segments of tourists at different levels, namely:

1- The first level: It is the segment whose main motivation is to visit the components of cultural tourism, such as seeing architecture and antiquities, or participating in festivals.

2- The second level: It is the segment that has a broad interest in culture and sightseeing, and that segment has allocated their tourist travel to participate in the practice of cultural tourism activities in the tourist destination.

3- The third level: It is the group that has other reasons for tourist travel, but they have participated in practicing cultural tourism activities.

Fifthly: the effects of cultural tourism

Tourism is the human activity that relates to the movement of individuals from one place to another for various reasons, and as long as the standards of the tourist's behavior are determined by his culture, therefore cultural tourism involves a set of influences and

interactions between cultures through the meeting between the host and the tourist through a series of activities that clarify the paths of the relationship between them. According to the requirements of the place and time of tourism activity (Haddad, 1997: 42), the tourism process requires the presence of tourists who own the culture of their countries as well as the presence of host societies that have their own culture, so that this process refers to a set of positive and negative effects, whether for tourists or for hosts. .

- The positive effects are learning about the culture of the other, understanding, appreciation and respect for the culture of the local community and the preservation of the cultural heritage.

- As for the negative effects, they are represented by cultural shock, the host's imitation of the tourist's culture, and non-cultural behavior such as noise and bad manners. 2009: 187)

Sixth: forms of cultural tourism:

1- Cultural events:

Cultural tourism in our present time is no longer limited in its concept to historical wealth, but new elements have been introduced into it, by creating occasions and exploiting certain circumstances in order to achieve the diversity of the tourism product to attract new segments of tourists.

2- Cultural activities:

Cultural media is one of the most important incentives for tourists to visit a certain area and stay in it for a specific period of time. Among the most important activities that help encourage cultural tourism are:

A-Theatrical, Scout and Music Groups:

B - cultural centers

T-Exhibitions

W-conferences

3- Consolidation of cultural values (diversity and cultural heritage):

It is done by:

Reviving traditional activities and customs.

• Providing the means for local communities to develop themselves and be proud of their heritage.

Promoting cultural diversity.

Raising awareness of the importance of historical and cultural heritage.

Seventh: Institutions that is responsible for revitalizing cultural tourism:

For the sake of promoting and improving the tourism reality, the responsibility for revitalizing cultural tourism lies on several bodies that are responsible for revitalizing cultural tourism, and that each of these bodies has tasks and duties that must be borne and divided into several parties.

1- Family:

The family is the real school for any individual, as it directly affects his behavior, and is responsible for shaping the trends of the young, and therefore the family has an important and significant role in revitalizing the tourism culture by activating the positive trends and values of children and youth about tourism and its benefit to the individual and society.

2- Educational institutions:

Through curricula and teaching materials, and diversifying teaching methods to revitalize the tourism culture of school students through what is known as multicultural education, in addition to teaching them to teach them the need to properly deal with tourists and urge them to increase the civilization of the country (Shashu, 2017: 17).

3- Universities:

The role of universities should not be limited to preparing tourism experts only, but rather they must prepare the number of tourism-educated citizens by introducing students to the importance of tourism to stimulate and support the national economy, and to emphasize the need to advance the tourism sector.

4- Media:

To expand the citizen's tourism awareness base, it is necessary to:

- Addressing programs that deal with activation issues in general and issues of cultural tourism in particular, considering that tourism is part of this comprehensive activity.

Giving specialized cultural tourism programs more attention in terms of quantity and quality in television programs.

- The radio and television programs contain the elements that aim to educate the masses of the role that the tourism activity plays in social, economic and cultural development.

Eighth: Activating cultural tourism for governments:

The country, which aims to improve its tourism status, must strive to activate all means capable of advancing it, and it must take up the revitalization of urban and service development, and the development of educational and cultural tourism activity, that is, it should pay attention to all services and infrastructure in order to provide the best means of comfort for its visitors and spread awareness Among workers in the tourism sectors, as well

as educating citizens of the country about the importance of cultural tourism and its returns to society.

Ninth: revitalizing cultural tourism for official and non-official institutions:

Tourism contributes significantly to revitalizing societies, individuals and groups and makes a clear contribution by focusing on the tourism sector and improving tourism services (Ashour, 2019: 417). Cultural heritage is a valuable wealth and a source of true identity that contributes to preserving the local environment for each community (Saleh, 2020: Issue 1))

The fourth topic / analysis of demographic variables for research, examination and testing of a measuring tool

First: Analyzing the demographic variables of the research

  The analysis of the demographic variables of the sample in the places discussed (heritage, archeology, theaters, libraries, museums) represented by (gender, age, service period, income, and educational qualification) came as follows:

1- Gender:

 It is evident from Table (1) and Figure (2) that the number of males reached (181) with a percentage of (72.4%), which is lower than the number of females, which reached 69) and by (27.6%), and this indicates that the sample members were different what is between male and female tourists.

Table (1)

Distribution of the sample according to gender

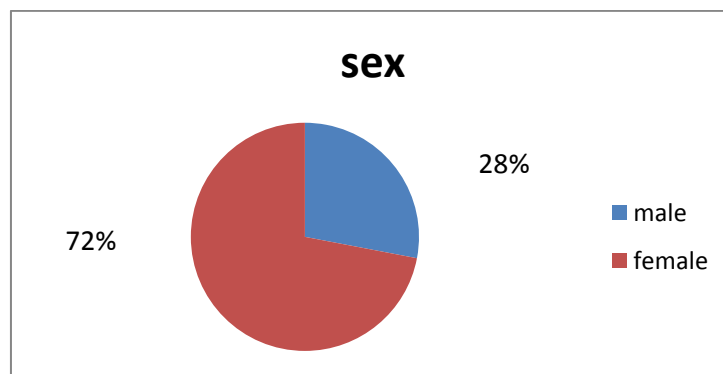| percentage	Repetition	the details
%72.4	181	male
%27.6	69	female
100.0	250	Total

Source: From SPSS v.23

Figure (2)

Explains the difference in the percentage of males and females in the research sample

2- Age:

It is clear from Table (2) and Figure (3) that the majority of the sample were of varying ages, as the highest group came between (30 years to 45 years), and this means that there is a diversity between young people and between the elderly in the surveyed sample of tourists. A group of (61) years and over came as the lowest number of the sample age.

Table (2)

Distribution of the sample according to age

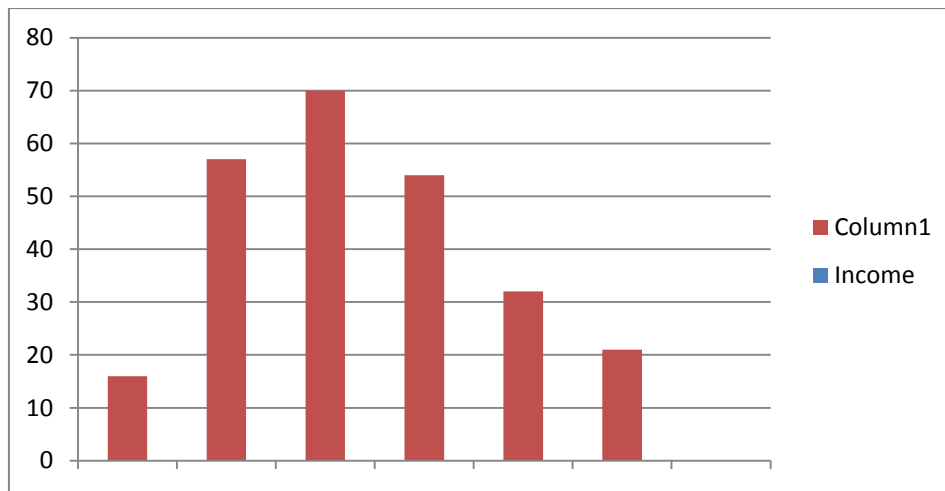| percentage	Repetition	the details
% 17.6	44	Less than 30
55.2%	138	From 30 to 45
%22	55	From 45 to 60 years old
5.2%	13	61 or more
100.0	250	Total

Source: From SPSS v.23

Figure (3)

It shows the variation in the age ratios of the studied sample

3. Income:

It appears from table (3) and figure (4) that the results related to the income factor indicated that the ratios were intertwined, as the highest value of income came to the category (800 to less than one million dinars) and at a rate of (28%). From (400 thousand dinars), at a rate of (6.4%). This indicates that there is a diversity of income for tourists.

Table (3)

Distribution of the sample according to income

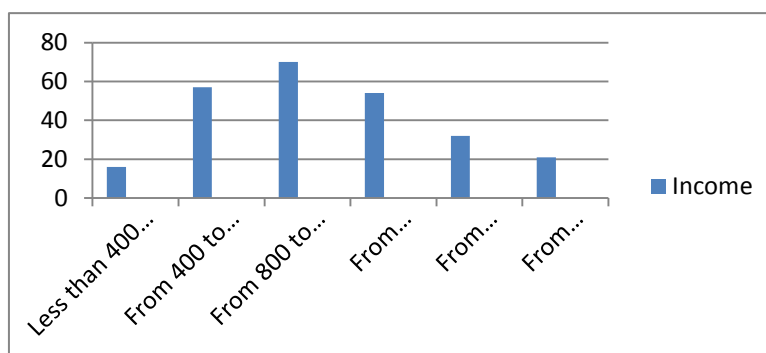| percentage	Repetition	the details
%6.4	16	Less than 400 thousand
%22.8	57	From 400 to less than 800 thousand dinars
%28	70	From 800 to less than 1,000,000 million dinars
%21.6	54	From 1,000,000 to less than 1,200,000,000 dinars
%12.8	32	From 1,200,000 to less than 1,600,000 thousand dinars
%8.4	21	From 1,600,000 thousand dinars or more
100.0	250	Total

Figure (4)

It shows the variable entry percentage of the research sample

4. Academic qualification:

 The results of this factor and shown in Table (4) and Figure (5) indicate that the academic achievement of the majority of respondents is bachelor's, as their number reached (159) respondents with a percentage of (63.4%), while the respondents with higher degrees are the lowest, as it came at a percentage. Only (4.4%) of all top management are tourists.

Table (4)

Distribute the sample according to scientific qualification

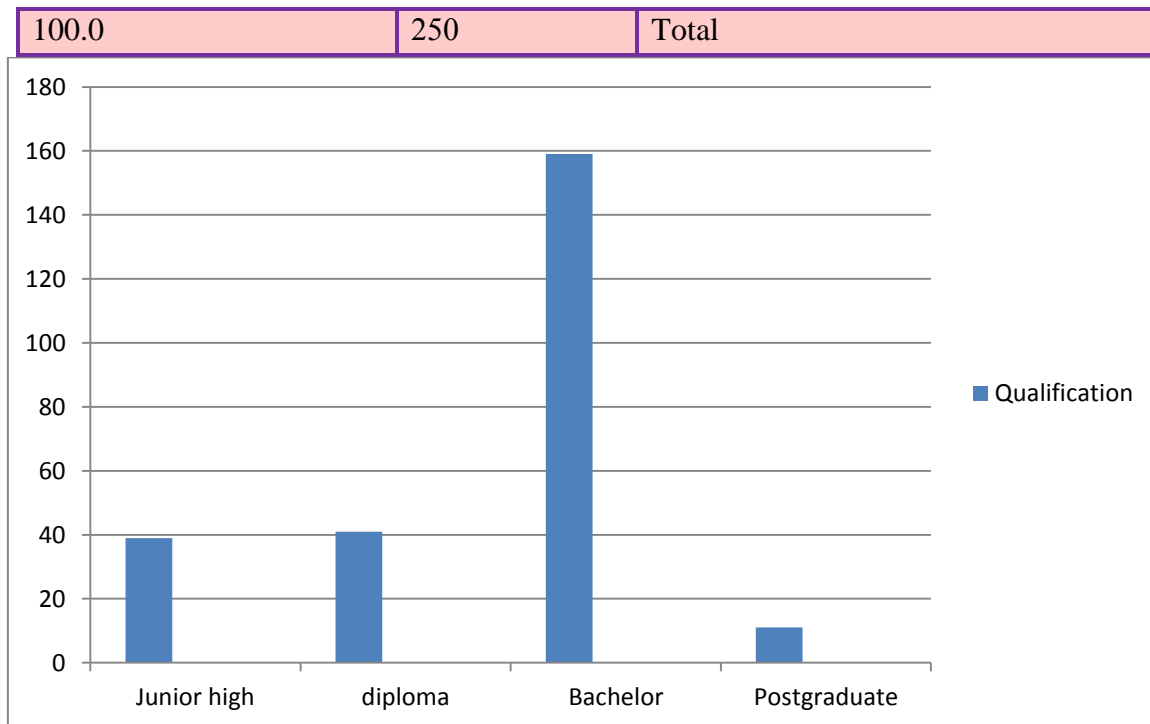| percentage	Repetition	the details
%15.6	39	Junior high
%16.4	41	diploma
%63.6	159	Bachelor
%4.4	11	Postgraduate

100.0	250	Total

Figure (5)

Clarifies the scientific discrepancies of the research sample

5. Profession:

It is evident from Table (5) and Figure (6) that there is a diversification in the profession of tourists between (administrative, professional, skilled and unskilled work) as the highest category came to (administrative) with a percentage of (38.4%). As for the lowest category, it came to (unskilled jobs) with a percentage of (16.8%)

Table (5)

Distribute the sample according to the profession

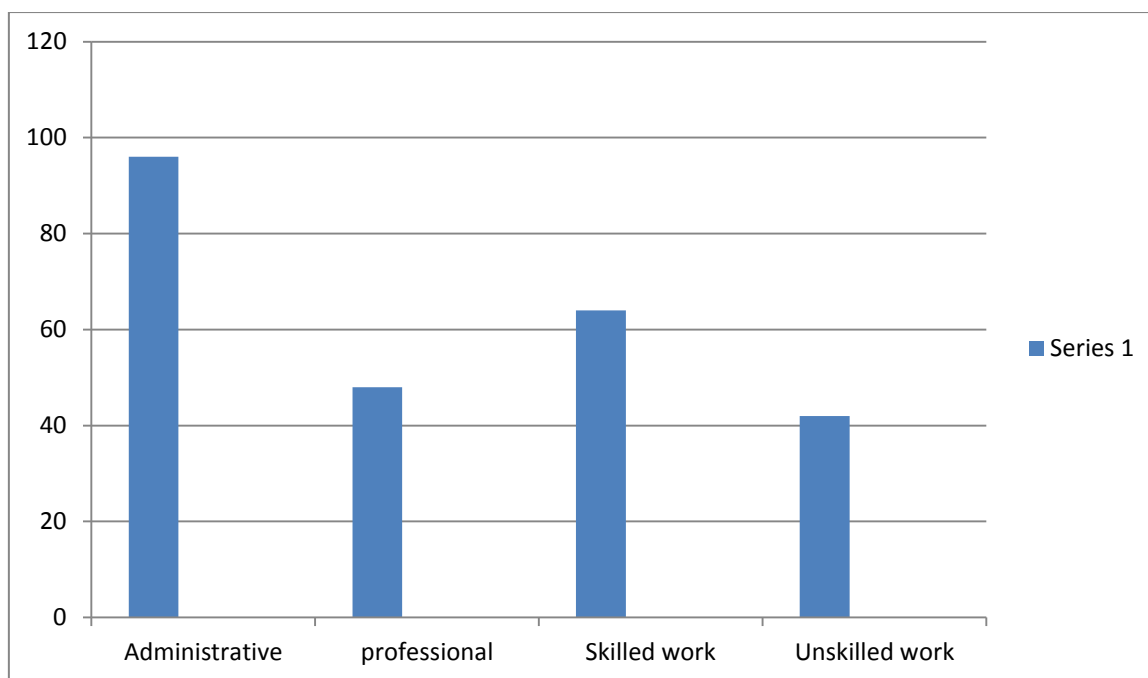| percentage	Repetition	the details
% 38.4	96	Administrative
19.2%	48	professional
25.6%	64	Skilled work
16.8%	42	Unskilled work
100.0	250	Total

Source: From SPSS v.23

Figure (6)

Explains the different occupations of the members of the research sample

6- Nationality:

It is evident from Table (6) that all the tourists that the researcher was able to obtain are of Iraqi nationality, and the reason for this comes to the level of tourism we have largely retreated and there is no clear interest by the Ministry of Tourism in order to activate tourism in archaeological and heritage places and libraries And museums. Besides, despite the lack of foreign tourists and in a small way, the Corona pandemic has also negatively affected tourism and prevented the arrival of tourists of different nationalities to Iraq.

Table (6)

Distribution of the sample according to nationality

percentage	Repetition	the details
%100	250	Iraqi
% 0	0	Foreign
100.0	250	Total

Source: From SPSS v.23

Second: Testing and analyzing the effect between the study variables

This topic is concerned with testing the impact hypotheses identified by the research, as the regression analysis equation will be relied upon to estimate the model parameters. Interlayer between variables and when the relationship in the statistical model is between an

(independent) variable and one dependent variable, then this model is the simplest regression model and it is called the simple liner regression model, and when there are several independent variables more than one variable, the model is called multiple linear regression. (Jawdah, 2008: 253-292), as the second main effect hypothesis will be tested, which states (There is a significant influence on the dimensions of modern communication media (Facebook) on cultural tourism). It will be investigated according to the simple linear regression equation. As follows:

$$Y = \alpha + \beta_1 X_1$$

also (α) represents the value of the fixed term, and this relationship means cultural tourism. (Y) is a function of the real value of the dimensions of the variable of modern means of communication (Facebook). As for the estimates of these values and their statistical indicators, they were calculated at the level of the research sample amounting to (250) for the sample (places Archaeological, heritage, libraries, museums, theaters), where the levels of influence between the variables were analyzed as follows:

1- The second main hypothesis test

   To test the hypothesis that stated the following (there is a significant influence between modern means of communication (Facebook) on cultural tourism), as the analysis will be done according to the simple linear regression model, as follows:

$$Y = 0.083 + 0.985\ (X)$$

The value of (F) computed among modern means of communication (Facebook) in cultural tourism is (373.726). It is greater than the tabular (F) value of (3.94) at the level of significance (0.05). Accordingly, we accept the hypothesis, which states (there is a significant influence between modern means of communication (Facebook) in cultural tourism) at the level of significance (5%) That is, with a degree of confidence (95%). This indicates the presence of a significant influence between modern means of communication (Facebook) on cultural tourism. In other words, the modern means of communication, especially (Facebook), have an effective and strong influence on the revitalization of cultural tourism, as the more the places studied seek to properly invest in Facebook, the more this leads to a positively high impact on cultural tourism. Through the value of the coefficient of determination (R^2) of (0.601), it is clear that modern means of communication (Facebook) explain 60% of the variables that occur to cultural tourism, while the rest (40%) is related to other variables that are not included in the model. The research, as it is evident through the value of the marginal propensity coefficient (β) of (0.985) that increasing modern means of communication (Facebook) by one unit will lead to an increase in cultural tourism by (99%). The value of the constant (α) in the equation was (0.083), meaning when modern means of communication (Facebook) are equal to zero, cultural tourism will not be less than this value.

1- Testing the first sub-hypothesis

The first hypothesis came to state (there is a significant influence of the characteristics of Facebook in cultural tourism) as the analysis according to the simple linear regression model came as follows: $Y = 1.945 + 0.438 (X)$

The value of (F) computed among the dimensions of Facebook characteristics in cultural tourism is (67.033). It is greater than the tabular (F) value of (3.94) at the level of significance (0.05) and accordingly we accept the hypothesis which states (There is a significant effect of significant significance for the dimension of Facebook's characteristics in cultural tourism) at a level of significance (5%) that is, with a degree of confidence) 95%). This indicates the presence of a significant influence on the cultural tourism characteristics of Facebook. That is, the features of Facebook and its details have a role in stimulating cultural tourism. Through the value of the coefficient of determination (R^2) of (0.213), it is clear that the Facebook characteristics explain 21% of the variables that occur to cultural tourism, while the remaining 79% is related to other variables that are not included in the search model. It is evident through the value of the marginal propensity coefficient (β) of (0.438) that an increase in the dimension of Facebook properties by one unit will lead to an increase in cultural tourism by (44%). The value of the constant (α) in the equation (1.945), meaning when the Facebook properties dimension is equal to zero, cultural tourism will not be less than this value.

2- Test the second sub-hypothesis

To test the hypothesis that stated the following (there is a significant effect of significant features of Facebook in cultural tourism), as the analysis will be done according to the simple linear regression model as follows: $Y = 1.884 + 0.471 (X)$

The value of (F) computed between the dimensions of Facebook's advantages in cultural tourism is (65.988). It is greater than the tabular (F) value of (3.94) at the level of significance (0.05) and accordingly we accept the hypothesis which states (There is a significant effect of moral significance for the dimension of Facebook's advantages in cultural tourism) at the level of significance (5%) that is, with a degree of confidence) 95%). This indicates that the features of Facebook have a significant impact on cultural tourism. In other words, the many advantages provided by the Elvis program have a positive impact on cultural tourism in the places searched and through the value of the coefficient of determination (R^2) of (0.210), it is clear that the Facebook features explain 21% of the variables that occur to cultural tourism, while the remaining 79% is related to other variables that are not included in the search model. And it is evident through the value of the marginal propensity coefficient (β) of (0.471) that an increase in the dimension of Facebook features by one unit will lead to an increase in cultural tourism by (47%). The value of the constant (α) in the equation was (1.884), meaning when the features of Facebook are equal to zero, cultural tourism will not be less than this value.

3- The third sub-hypothesis test

To test the hypothesis that stated the following (there is a significant effect of moral significance for the positive aspects of Facebook in tourism in cultural tourism), the results came as follows:

Y = 1.425+ 0.600 (X)

The value of (F) computed among the positive aspects of Facebook in tourism in cultural tourism was (203,332). It is greater than the tabular (F) value of (3.94) at the level of significance (0.05). Accordingly, we accept the hypothesis which states (there is a significant effect of significant significance for the dimension of Facebook in tourism in cultural tourism) at a level of significance (5%), that is, to a degree Confidence (95%). This indicates that there is an active and influential role for the positives of Facebook in tourism in cultural tourism. And through the value of the coefficient of determination (R^2) of (0.451), it is clear that the positives of Facebook in tourism explain 45% of the variables that occur in cultural tourism, while the rest (55%) is related to other variables that are not included in the model. search. As for the value of the marginal propensity coefficient () of (0.600), an increase in the number of positives for Facebook in tourism by one unit will lead to an increase in cultural tourism by (60%). As for the rest (40%), it is dependent on other variables that are not included in the research model. The value of the constant (α) in the equation was (1.425), meaning when the number of Facebook positives in tourism is equal to zero, cultural tourism will not be less than this value.

4- The fourth sub-hypothesis test

To test the hypothesis that stated the following (there is a significant effect of the use of Facebook in cultural tourism), as the analysis will be done according to the simple linear regression model, as follows: Y = 0.973 + 0.718 (X)

The value of (F) computed between the dimension of the use of Facebook in cultural tourism was (316,986). It is greater than the tabular (F) value of (3.94) at the level of significance (0.05) and accordingly we accept the hypothesis which states (There is a significant effect of the use of Facebook in cultural tourism) at a level of significance (5%) that is, with a degree of confidence) 95%). This indicates that the dimension of the use of Facebook has a significant impact on cultural tourism. It is clear from the value of the determination coefficient (R^2) of (0.561) that after Facebook uses it explains what percentage (56%) of the variables that occur to cultural tourism, while the remaining percentage (44%) is related to other variables that are not included in the search model. It is evident through the value of the marginal propensity coefficient () of (0.718) that an increase in the dimension of Facebook usage by one unit will lead to an increase in cultural tourism by (72%). The value of the constant (α) in the equation was (0.973), meaning when the Facebook usage dimension is equal to zero, cultural tourism will not be less than this value.

5- Testing the fifth sub-hypothesis

To test the hypothesis that stated the following (there is a significant influence of the Facebook services dimension in cultural tourism), as the analysis will be carried out according to the simple linear regression model, as follows:

$Y = 0.899 + 0.723 (X)$

The value of (F) computed came between after Facebook services in cultural tourism (150.935). It is greater than the tabular (F) value of (3.94) at the level of significance (0.05). Accordingly, we accept the hypothesis which states (There is a significant effect of the dimension of Facebook services in cultural tourism) at a level of significance (5%) i.e. with a degree of confidence 95%). This indicates that Facebook services have a significant impact on cultural tourism. That is, the services provided by the Facebook program have a clear and effective impact on cultural tourism. Through the value of the determination coefficient (R^2) of (0.378), it becomes clear that after Facebook services it explains 38% of the variables that occur to cultural tourism, while the remaining 62% is related to other variables that are not included in the search model. Through the value of the marginal propensity coefficient (β) of (0.723), that an increase in the dimension of Facebook services by one unit will lead to an increase in cultural tourism by (72%). The value of the constant (α) in the equation is (0.899), meaning when the Facebook service dimension is equal to zero, cultural tourism will not be less than this value.

								Table (7) Analysis of the dimensions of modern means of communication (Facebook) in cultural tourism
indication	Sig	(F) Tabular value	The computed (F) value	The coefficient of determination (R^2)	The value of the marginal slope coeffici (β) ent	Constant limit value (α)	Dependent variable	Dimensions variable modern means of communication Facebook
There is an effect	0.000		67.033	0.213	0.438	1.945		Facebook features
There is an effect	0.000	3.94	65.988	0.210	0.471	1.884	Cultural tourism	Facebook features
There is an effect	0.000		203.332	0.451	0.600	1.425		Facebook positives in tourism
There	0.0		316.98	0.561	0.718	0.973		Facebook

is an effect	00		6					uses
There is an effect	0.000		150.935	0.378	0.723	0.899		Facebook services
There is an effect	0.000		373.726	0.601	0.985	0.083		Modern means of communication (Facebook)

Source: The researcher preparation based on the outputs of SPSS V.25

The sixth sub-hypothesis test, which states (there is a significant influence between the dimensions of modern communication means (Facebook) together in cultural tourism) and as shown in Figure (14) as Table (7) shows the statistical indicators between the dimensions of modern means of communication (Facebook Bock) in cultural tourism can be expressed in the following equation.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$
$$Y = 0.072 - 0.036 X_1 + 0.059 X_2 + 0.297 X_3 + 0.452 X_4 + 0.239 X_5$$

The following is evident from the table (7):

- The calculated value of (F) for the estimated model was (111,433). It is greater than the tabular (F) value of (2.31) at the level of significance (0.05), and accordingly we accept the hypothesis, which means (there is a significant effect between the dimensions of modern communication means (Facebook) together in cultural tourism) at the level of significance (5%) That is, with a degree of confidence (95%), which indicates that the dimensions of modern means of communication (Facebook) together have an effective and substantial impact on cultural tourism. And through the value of the coefficient of determination (R^2) for the model of (0.695), it is clear that the dimensions of modern means of communication (Facebook) are able to explain (69%) of the changes that occur in (cultural tourism). As for the remaining percentage (31%), it is dependent on other variables that are not included in the research model

- By using the (Stepwise) method for a significant test of the insignificance of the dimensions in question, and after deleting the non-intangible dimensions, it becomes clear that the model in the final form depends on the dimensions (positives of Facebook in tourism, Facebook uses, Facebook services), as it reached a value of (F The computed for the new model (185.149), which is greater than the tabular value of (F), which is (2.46) at a level of significance (0.05), i.e. with a degree of confidence (95%). The model can be expressed in the final form as follows:

$Y = \alpha + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$

$Y = 0.023 + 0.313 X_3 + 0.448 X_4 + 0.240 X_5$

- Through the value of the coefficient of determination (R^2) for the new model of (0.693), it becomes clear that the dimensions (the advantages of Facebook in tourism, the uses of Facebook, the services of Facebook) are able to explain (69%) of the changes that occur in (cultural tourism).).

- It is clear through the value of the marginal propensity coefficient for the dimension of Facebook positives in tourism of (0.313) that an increase in the dimension of Facebook positives in tourism by one unit will lead to an increase in (cultural tourism) by (31%). It is evident through the value of the marginal propensity coefficient of the Facebook usage dimension of (0.448) that an increase of the Facebook usage dimension by one unit will lead to an increase in (cultural tourism) by (45%). It is evident through the value of the marginal propensity coefficient of the Facebook services dimension of (0.240) that an increase in the Facebook services dimension by one unit will lead to an increase in (cultural tourism) by (24%).
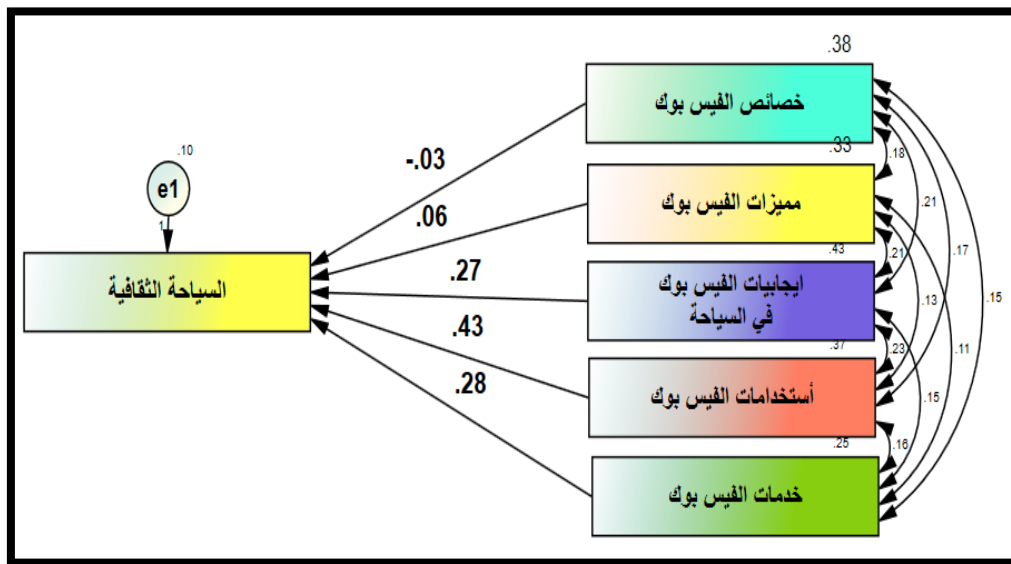

Figure (14)

The effect of modern means of communication (Facebook) on cultural tourism

Source: Researcher preparation based on AmosV.2 program outputs

Table (8)
It shows the statistical indicators between the dimensions of the modern means of communication (Facebook) in cultural tourism
Using multiple linear regression

sign	Sig	The tabular F value	The computed F value	The value of the coefficient of determination R^2	Value Facebook services B_5	Value Facebook uses B_4	Value Facebook positives in tourism B_3	Value Facebook features B_2	Values After Facebook properties B_1	Constant limit value	Dimensions of modern means of communication (Facebook)
There is an effect	0.000	2.31	111.433	0.695	0.239	0.452	0.297	0.059	0.036-	0.072	A complete model for the dimensions of modern communication media (Facebook) in cultural tourism
There is an effect	0.000	2.46	185.149	0.693	0.240	0.448	0.313	---	---	0.023	The model is the final image

The intangible dimensions (the advantages of Facebook in tourism, the use of Facebook, Facebook services)

Non-intangible dimensions (Facebook features, Facebook features)

Source: The researcher preparation based on the outputs of SPSS V.25

The sixth topic / conclusions and recommendations

2. CONCLUSIONS

After the theoretical and field aspects were reviewed, many important conclusions and findings emerged through the analysis of the theoretical side, and the results of the field study side analysis to show the means of modern communication on Facebook and their impact on

stimulating cultural tourism, an applied study on the components of tourist attractions in the city of Baghdad, which was carefully studied. The current information is detailed and presented according to the following:

1- Facebook is one of the most used modern means of communication in the world in terms of the number of users. Their number has reached more than 2 billion users and this number is increasing daily.

2- The importance of Facebook in tourism activity is highlighted by achieving awareness of the importance of tourism in society and the formation of tourism culture among its members, including introducing methods of dealing with tourists in addition to contributing to the marketing of tourism activity.

3- Facebook has a set of characteristics that made it the first modern communication medium in the world, such as status, adding a friend, pictures, important events, advertisements, notifications, likes, group and video creation.

4- Facebook enjoys a set of advantages that distinguish it from other modern means of communication, such as universality, ease of use, interactivity, freedom, and economy of time and effort.

5- Tourism activity depends on Facebook in providing tourism information, displaying tourism services, and getting acquainted with tourism facilities and the possibility of tourist reservations.

6- Facebook depends on a set of uses that provide a wide field for the user, such as tourism, social, economic, political, entertainment and educational use.

7- Cultural tourism covers all the purposes of travel as an important means of promoting cultural relations between countries and represents a very important means as a source of attraction for tourists, as cultural tourism is not only concerned with upgrading knowledge and a spirit of understanding, but rather to form a tourist-friendly image for countries among foreign tourists.

8- Cultural tourism depends on the elements of cultural tourism attractions such as archaeological and heritage sites, schools, libraries, museums and theaters in which the tourist practices cultural tourism activities and events.

9- The practice of cultural tourism activities and activities crystallizes on three levels for cultural tourists, which show the extent of exploitation of sites of cultural attractions in tourism travel.

10- Cultural tourism emerges through several forms of tourism, such as cultural events, cultural activities, and the consolidation of cultural values in a way that achieves the diversity of the tourism product to attract new segments of tourists.

11 - There are many institutions that are responsible for stimulating cultural tourism, such as the family, educational and university institutions, the media, and the relevant government agencies in order to advance the development of tourism cultural.

3. RECOMMENDATIONS

After we reviewed in the previous chapters of the study the means of modern communication on Facebook and their impact on stimulating cultural tourism, an applied study of the most prominent tourist attractions in the city of Baghdad and out of it with a set of conclusions and results, so it is necessary for the researcher to make some recommendations that may work on Improve and increase the tourism activity in these sites, and the most important recommendations recommended by the current study are as follows:

1- The necessity to focus on Facebook as one of the most modern means of communication used in the world, so that it has become part of the daily human culture.

2- Emphasizing the importance of using Facebook in the tourism activity by achieving awareness of the importance of tourism in society and the formation of tourism culture among its members, including introducing methods of dealing with tourists in addition to contributing to the marketing of tourism activity.

3- The necessity of investing in the multiple features of Facebook that made it the first modern means of communication in order to promote the cultural tourism activity in the manner befitting it.

4- The necessity of relying on the tourism activity on the features of Facebook that distinguish it from other modern means of communication such as global, ease of use, interactivity, freedom and economy in time and effort.

5- The need to pay attention to the multiple uses of Facebook that provide a wide field for the user, such as tourism, social, economic, political, entertainment and educational use.

6- Increasing interest in cultural tourism as an important type of tourism and as a resource for attracting tourists and creating a culturally friendly image for countries among foreign and domestic tourists.

7- Work to revitalize the components of cultural tourism attractions such as archaeological and heritage sites, schools, libraries, museums and theaters in which tourists practice cultural tourism activities and events

8- The necessity of investing in forms of cultural tourism such as cultural events and cultural activities and consolidating cultural values in order to achieve the diversity of the tourism product to attract new segments of tourists and promote cultural tourism

9 - The need to pay attention to the institutions responsible for stimulating cultural tourism, such as the family, educational and university institutions, the media, and the competent government agencies, in order to promote cultural tourism in a manner that befits it.

10- The necessity of paying attention to the tourism organizations using Facebook in order to develop and revitalize the sites of cultural tourist attraction in Baghdad.

11- The necessity for cooperation and coordination between the Tourism Authority and the sites of cultural attractions, which have various and many tourist attractions. If they are properly invested and developed, they can achieve a great economic return for the country.

4. SOURCES :

1- Al-Badawi, Muhammad, The Methodology for Literary Research and Studies, Dar Al Ma'arif for Printing and Publishing, 1st Edition, Tunis, 1998.

2- Bratton, J & Goldj, (2003) "Human resource management-theory and practice", 3ed, Palgrave Macmillan, New York.

3- Abdel Hamid, Muhammad, Scientific Research in Media Studies, The World of Books for Printing, Cairo, Egypt, 2000.

4- Lattad, Linda and others, The methodology of scientific research and its techniques in the social sciences, Arab Democratic Center for Strategic, Political and Economic Studies, 1st Edition, Germany, 2019.

5- Hassan, Abd al-Basit Muhammad, The Fundamentals of Social Research, Wahba Library, Egypt, Abdin, 6th floor, 1977.

6- Good, W., (1971), "Method in Social research ', Macgra whail Publication, New York.

7- Al-Hassan, Ihsan Muhammad, Methods of Social Statistics, Dar Al-Kutub for Printing, University of Mosul, Iraq, 1982.

8- Heikal, Abdel Aziz, Principles and Statistical Methods, Arab Renaissance House, Beirut, 1974.

9- Laland, Andre, Laland Encyclopedia, Encyclopedia of Philosophy, translated by Khalil Ahmad Khalil, Oweidat Publications, Beirut, Volume 3, 2001.

10- Al-Rashidi, Bashir Saleh, Narrative Research Methods, Kuwait, Dar Al-Kitab Al-Hadith, 2000.

11- Ben Mezrich, The Facebook Story: Revolution and Revolution, translated by Wael El-Halawy, Soutour New Publications, 1st Edition, Cairo 2011.

12- Amer, Fathy Hussein, Modern means of communication from the newspaper to Facebook, Al-Arabi for publishing and distribution, Cairo 2011.

13- Fabien Benoit, Facebook Ie monde applied to the elderly, Department dunivers Poche, France, 2013, p9.

14- Abd al-Hadi, al-Rifai, General, Walid, Deeb, Sinan, globalization and some of the socio-economic effects resulting from it, Tishreen University Journal for Scientific Studies and Research, Economic Sciences Series, Volume 27, Issue 1.

15- Owais, Muhammad, The Impact of Alternative Media on Information Circulation in Egypt - Field Analytical Study, PhD Thesis, Cairo University, Cairo, 2012.

16- Abu Zayed, Aida Ali, High school students 'use of social networks and its impact on preserving cultural values - Field study of Gaza governorates, Master's thesis, College of Science and Literature, Islamic University - Gaza, 2016.

17- Abd al-Rahman, Zarif, Facebook and its impact on social values among university students, "Field Study for Moulay Taher-Saida University Students", Master Thesis, College of Social Sciences and Humanities, Moulay Taher Saida University, 2017.

18- Al-Otaibi, Jarih, The Impact of Facebook on Saudi University Students, Unpublished Master Thesis, King Saud University, Riyadh, 2008.

19- Ismail, Ali Sayed, Social networking sites between rejected behavior and imposed ethics, University Education House for Publishing, 2020.

20- Bouchnafa, Ahmed and Nasiri Nafisa, Social Networks as a Tool for Virtual Marketing in the Tourism Field, The Fifth Scientific Forum "The Virtual Economy and Its Implications for International Economies", University Center, 2012.

21- Hilal, Omar Abdel Aziz, The means of social communication and its provisions in Islamic jurisprudence, Dar Al-Kutub Al-Ilmiyyah Publishing House, 2019.

22- Tribe, John, The Economics Of Recreation, Leisure And Tourism, Butterworth-Heinemann, Uk, 2011.

23- Al-Sayed, Reda Muhammad, Fundamentals of Tourism Geography, Academics for Publishing and Distribution, 1st Edition, Amman, 2016

24- Hafsi, Hoda, Public Relations Research in the Tourism Institution "Case Study of the National Tourism Bureau", Master Thesis, University of Algiers, Faculty of Economic Sciences and Management Sciences, 2006.

25- Al-Rahbi, Samar Rafqi, Modern Tourism Management, Academics for Publishing and Distribution, Amman, 2014.

26- Al-Jallad, Ahmed, Sustainable Tourism Media and Development, A World of Books, Cairo, 2003.

27- Abd al-Qadir, Mustafa, The Role of Advertising in Tourism Marketing, Majd University Foundation for Studies for Publishing and Distribution, 2003.

28- Valer Patin, Tourism et Patrimoine, la documentation francaise, Paris, 2005.

29- Mr., Reham Yousry, Foundations of the Tourism Industry, Dar Eida, 2020.

30- Matar, Adham Wahib, Hotel Marketing, Raslan Publishing and Distribution House, 1st Edition, Damascus, 2014.

31- Jamil Nassima, Cultural Tourism and Heritage Valuation through TV Programs in Algeria, Descriptive and Analytical Study of the "Welcome" Share Program, Master Thesis, Faculty of Social Sciences, University of Oran, 2010.

32- Pierre Merlin, Tourism and tourist planning: irreconcilable objectives, French documentation, Paris, 2008

33- Macintosh, et al. Panorama of Tourist Life, translated by Attia Muhammad, Supreme Council of Culture Publications, 1st Edition, 2002.

34- Richards, Greg, Cultural, tourism in Europe, O.P. T.

35- Goeldner, Charles, Ritchie. J, Tourism, Principles, Practices, Philosophies, John Wiley and Sons Publication, Twelfth Edition, Canada, 2012

36- Baghdadi, Bilal, Requirements, Development and Development of the Tourism Sector in Algeria, "The Case of the Hamitic Foundation in Hammam-Rigga, Ain Delphi Province", Master Thesis, University of Algiers, Faculty of Economics, Trade and Management Sciences, 2013

37- Hana Hamid Zahran, Tourism Culture and Its Development Programs, A World of Books, First Edition, Cairo, 2004.

38- Haddad, Muhanna, Jordan and Tourism, Problems and Concerns on the Field, Papers of the Anthropology and Tourism Development Symposium, Yarmouk University, Jordan, 1997.

39- Chai, Wan, Introduction of Tourism, Personal, Social and Humanities Education Bureau, Hong Kong, April, 2009,

40- Chachou, Houaria, The Role of Tourism Culture in Marketing Algerian Tourism, "Directorate of Tourism and Handicrafts in Ain El Delphi State", Master Thesis, Faculty of Economic, Commercial and Management Sciences, University of Djilali, Bouamah, Khemis Miliana, 2017

41- Ashour, Bin Kaiwil Muhammad Alouti, The Tourism Act between the Values System and the Requirements of Organizational Culture, Afaq Journal of Science, Messila University, Issue 3, Volume 4, 2019.

42- Saleh, Hussein Aziz, An Integrated Process Plan for Disaster Risk Management for Cultural Heritage Sites "A Study in the Syrian Coastal Region", The Arab Journal for Scientific Research, Issue 1, Volume, 2020

43- Judeh, Mahfouz, Basic Statistical Analysis Using SPSS Program, Wael Publishing House, 1st Edition, 2008.