



The impact of community tourism on the community of the holy city of karbala from the viewpoint of professors and students of the faculty of tourism sciences / karbala university

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Abstract. It is recognized that tourism generally has a positive impact in economic reflected on the appender society via interaction with tourists. Therefore, the search on the type of community tourism that could be an alternative tourism to city that contains infrastructure like the holy Karbala citythe divisions its population who are mostly urbanely, Thereforethe sample study to this research from urbane category was familiar with the tourism industry in general and the type of community tourism in particular and (72) samples between a professor and a student, the questionnaire was completed by Google Forms. In order to prove the research hypothesis that is an influence of Karbala society in societal tourism, economic and social. The researcher used descriptive method and analytical method by statistical analysis program (SPSS). The results of the research showed that, through the hypothesis research, he rejected the hypothesis that there is no effect of community tourism in the Karbalai society, the results and recommendations according to the hypothesis are not considered final for this field of tourism sciences, but it was the highlight to researchers to see what can be searched In this field, which is the field of community tourism and the extent of its impact on societies. According to the regression test, the increasing economic impacts of societal tourism by one unit, the will be increase the effect of societal tourism economically for the Karbala society by a value of (0.749) units and also the value of (Beta) for the axis (social effects) with a value of (0.295) and statistically (t / Significance t) of (0.000) It also shows that the greater the social impacts of societal tourism by one unit, the greater the effect of societal tourism on Karbala society by (0.295).

Keywords: The economic impact of tourism, modern tourism, community tourism, tourism in holy karbala.

I. INTRODUCTION

Tourism, as one of the most pervasive and important realities of our time, is a multifaceted phenomenon. The word "industry" is the most common interpretation of the phenomenon of tourism. No matter how accurate is the industry conception of tourism and to what extent can the phenomenon of tourism have the characteristics of an industry, there can be no doubt that tourism is also an economic reality, which is perhaps the most prominent aspect of tourism; also it has social, cultural and even political aspects; Finally, it has ecological and environmental contexts and consequences. From an economic point of view, tourism carries billions of dollars in turnover worldwide (ShirMohammadi and Hashemi, 2020).

Tourist-host interactions are an important, inevitable and very effective part of the tourism experience. The interaction that the tourist has with the local people at the destination, on the other hand, it can increase his wealth and desire to increase his length of stay or his loyalty to the destination, on the other hand, it can ruin the overall travel experience and reduce passenger satisfaction from destination. At the same time, the interaction that local people establish with tourists can both enrich and destroy the process and quality of their daily lives, and put them in a position to agree or disagree with the flow of tourism in their place of residence. Therefore, the tourist-host relationship variable is very important in tourism studies (Skipper, 2009).

The tourist-host social relationship is the context in which all four forms of interaction can occur in that. In fact, this social relation in its broadest sense, like any other social relation, can be made up of various economic, social, cultural, and political interactions. One of these four interactions may be have more

weight in this relation or, conversely, the relationship may include all of these interactions in almost equal proportions (Pizam et al., 2000).

Social relationship is a special type of relationship that includes two-way and face-to-face relationships. Social relationship is the main pillar of "us" and society. Social communication is the foundation of social life and without it can emerge none of the elements of collective life. Social communication is the source of culture and the transcendence of culture is related to it and as the axis of culture and collective life, it has a very wide range that includes all forms of human relations. Without social relation, the existence of society is inconceivable. Disruption of social relations is one of the aspects that has been mostly neglected and deserves to be considered. In particular, it seems that this type of disorder mainly affects developing countries relatively chronically (Ghahraman and Nematian, 2019).

In pilgrimage trips, communication and contact is established between people from different cultural backgrounds. This connection is created on the one hand between tourists and neighbors and on the other hand between different tourists and gradually changes attitudes, transforms predetermined thought patterns among different cultural fields and provides a mental background for strengthening and expanding social relations (Tahmasebi and Zavarnia, 2019). Yousefi in his research shows that the characteristics of pilgrimage such as length of trip, number of previous trips and communication problems in the trip have a significant effect on the simultaneous combination of three types of communication characteristics of tourists, namely familiarity, social relations and social trust (Yousefi, 2009).

It is predictable that tourism in general has a positive economic impact that is reflected in the host community through its interaction with tourists, and in particular Khalid (2019) believes that successful community tourism helps improve the quality of life of the local population by reducing poverty and preserving natural and cultural resources in local community. There are several concepts and definitions to validate the knowledge of Iraqi society. Zainab (2014), in her series of lectures, states that Iraqi society is a group of Iraqi individuals who reside on a specific geographical area throughout Iraq and adhere to a set of principles, standards, values, social ties and common goals that are based on the Arabic language and history. They have one common destiny.

However Andereck (2005) believes that community tourism may comprise negative sides that affect the local community, some of which have an economic impact, and some have a community and service impact. Which will be shown in the recent study in applied inquiry, which is specialized on a sample of the Holy Karbala community. The study aims to shed light on community tourism that it can be an alternative tourism in the city of Karbala, because it contains positive elements that enable it to improve the status of the Karbalai community as it is a tourism with an interactive pattern between the local community of the city and the visiting tourists. Meanwhile, the problem of the study is determined through the following inquiry:

What is the degree of the economic and social impact of community tourism on the Karbalai community?

II. LITERATURE REVIEW

In the studies, social trust between the tourist and the host was one of the topics that received the most attention of researchers and in most cases, they have investigated the relationship between this variable and the motivation to travel again. In Hezarjeribi (2010) research, about 26% of tourists have a medium to high level of trust in the Iranian people and 73% have a medium to high level of desire to travel to Iran again. Also, the results of the correlation coefficient between the two variables of tourists' trust and willingness to travel again, indicate the existence of a direct relationship between these two variables. About 76% of the changes in the tendency of tourists to travel again can be explained by their trust in Iranians; Therefore, the more the tourists' trust in the Iranian people increases, the desire of tourists to return to Iran also increases.

Mazinani and Fathani (2016) explain the position of foreign tourists' trust in Iranians in the development of tourism industry and have reached similar findings with a hezarjaribi research. Khazaeipour and Khazaeipour (2012) also investigated the effect of social trust on the desire to return to tourist destinations (Nowshahr city) by survey method. They found that the social trust of tourists has an important effect on the acceptance of Nowshahr as a coastal tourism destination.

The role of social trust in the sustainable development of tourism is evident; according to the results of a research done by RazeghiMeleh and Ebrahimi (2018), the variable of social trust has the greatest (0.383) effect on sustainable tourism development and with increasing social trust increases the average sustainable tourism development. Jensen and Swinson (2016) examined the issue that does social trust affect the security and destination selection of tourists? Their results showed that social trust is a key

factor that helps tourists feel safe as well as understand their perception of the destination. Social trust raises the level of self-esteem and implementation of appropriate norms, and in addition, increases the sense of security and thus attracts more tourists. Strezilka and Casarin (2018) conducted a study to identify the nature of the relationship between tourism growth and residents' social trust. Their results showed that, first, the impact of tourist arrivals on the social trust of poor areas is greater than that of rich areas and second, only domestic tourists have a positive effect on social trust.

1) Definition of the Iraqi Society

Trad, (2019) believes that Iraqi society is one of the Islamic societies whose members' relationships are governed by fixed and changeable moral values, and there is a clear consensus across the combined behaviours between these two aspects, while giving priority and significance to absolute and fixed moral values. The study asserts, in addition to what has been mentioned, that Iraqi society, during the current century, has its potential to interact with modern civilizations and the urban developments that they witness. Moreover, it develops the categories of its society while maintaining its moral values, which we have always found rooted in its small towns and villages, as well as the original inhabitants of the Badia (Bedouins).

2) Karbalai Community

It is a fact beyond dispute that the Karbalai community is part of the Iraqi society, its characteristics are similar in terms of customs and traditions, and the study tries to make the largest part of the research as sample for the Karbalai community from the urban residents as they are the most percentage of the residents of the holy Karbala governorate. For the purpose of confirming that fact, the following table summarizes some of the demographic information about the Karbalai community in general (Watan News Agency, 2019).

Table 1. The demographic information about the Karbalai community

Population	
2.806.250	The total population of Karbala for a year (2019)
Gender	
975.630	Number of Males in the province (2019)
831.619	Number of Females in the province (2019)
Classification of the population in the province	
836.316	The urban population of the total population of the province (2019)
414.490	The countryside population of the total population of the province (2019)

According to the main inquiry and literature mentioned above, the study adopts two equally opposite hypotheses and it tries to prove one of them and deny the other depending on the supposed results:

H1: The Karbalai community is affected by community tourism economically and socially.

H2: The Karbalai community is not affected by community tourism economically and socially.

III. METHODOLOGY OF RESEARCH

The study uses several methods of research methodology, including the descriptive method through researching many scientific researches and websites, as well as searching for information and obtaining it within the study sample. The statistical method is also used by making use of the (spss) program by analyzing the responses of the study sample through the research questionnaire.

1) Sample and Data

The sample is chosen from the 72 teachers and students of the College of Tourism Sciences because they are knowledgeable and familiar with the tourism sciences and the possibility of predicting their economic and social impacts that are indicated in the content of the questionnaire questions and also due to the

percentage of urbanization in the Karbalai community, which is the largest in the governorate's population.

2) Reliability Analysis

The study uses the (Cronbach's Alpha) equation to measure the reliability and validity of the axes of the questionnaire.

Table 2. Alpha Cronbach coefficient to measure the reliability and validity of the resolution axes.

Axes of the questionnaire	Number of questions of Axis	The degree of stability of the axis
Effects of community tourism	12	0.964
Economic effects	8	0.939
Social effects	4	0.964

Table No.2 shows the title of the two axes (the axis of economic impacts and the axis of social impacts). Their reliability score reaches (0.939 and 0.844) that are entered into the reliability Test. As independent axes, they are grouped into a dependent axis (the effects of community tourism), which reach a degree of stability (0.964) in the test mentioned above.

IV. FINDINGS

1) Factorial Test Matrix

The following table shows the Rotated Component matrix. General statistical data of the sample is analyzed according to the statistical program (spss version 22.0), and the results are as follows:

1. It is noted from the table 3 that the study uses the exploratory factor test for the research questionnaire, which consists of 17 variables of the (1) level of value (Eigen value), where the study results in three factors (3 / Factor), which are as follows:

- Factor No.1 has a strong relationship with (10) variables out of a total of (17) variables.
- Factor No.2 has a strong relationship with (6) variables out of a total of (17) variables.
- Factor No.3 has a strong relationship with (1) variable out of a total of (17) variables. Here, we find that the variable number (5 / rise in real estate prices in the governorate) is within the first factor.

Table 3. Rotated Component matrix

No.	Question	Component		
		1	2	3
1	The multiplicity and diversity of recreational opportunities in the governorate are caused by the presence of community tourism in it.	0.829	0.339	
2	Community tourism affects the moderation of prices for goods and services in the governorate.	0.829	0.370	
3	Community tourism has a role in stabilizing the governorate's political environment.	0.752		
4	Due to community tourism in the province, the dirt and rubble increased in it.	0.742		
5	High real estate prices in the province.	0.732	0.422	
6	The increase in population growth and urban sprawl in the governorate caused by community tourism.	0.689		
7	The revival of shops and restaurants owned by residents of the province.	0.648		
8	Tax rises in the province.	0.630		
9	Community tourism is growing in the governorate because of the calm in it.	0.622		
10	Community tourism is the cause of an increase in drug and alcohol abuse.	0.630	0.511	
11	Community tourism helps the strength and diversity of the local economy in the province.		0.822	

12	With community tourism there is the possibility of providing good jobs for the people of the province.	0.315	0.793	
13	To some extent, community tourism affects fairly good roads and bridges, as well as other services that accompany it.	0.342	0.761	
14	Community tourism is one reason of the increase in crowding and bottlenecks in the governorate.	0.419	0.660	
15	Maintaining the cleanliness of water and air in the governorate is one of the priorities of community tourism.	0.391	0.604	0.481
16	Community tourism has a role in paying attention to cultural and historical sites in the province.	0.419	0.581	0.518
17	Through community tourism, it is possible to take care of the natural areas of the province.			0.881

Factor No. 1 has a complex structure as it has saturated with two components, the first was by (.7320) and the second was by (.4220) and therefore it must be omitted or excluded from the first factor mentioned above. Likewise, variable No. (10 / community tourism is the cause of an increase in drug and alcohol abuse) the same case, where the first (0.630) and the second (0.511), so the number of variables associated with the first factor is (8) variables after eliminating or excluding the two variables are No. (5) and (10) Shown above.

Also with regard to variable number (16 / for community tourism, a role in caring for the cultural and historical sites of the governorate) presents within the second factor, it is also of a complex structure as it has a saturation of two components, the first was (.5810) and the second was by (.5810) Therefore, it must be omitted or excluded from the first factor mentioned above. Thus, the number of variables related to the first factor is (5) variables after deleting or excluding variable number (16) shown above. (Thus, all the variables are related to a simple compound component that is less than (0.04), which is the criterion for the saturation of the variables). As for the two variables (11 / community tourism helps the strength and diversity of the governorate's local economy) and (17 / through community tourism it is possible to pay attention to the natural areas of the province) which contain the two compounds (.8820 and .8810), are also excluded or eliminated because they have a very strong effect that may be negative on the rest of the variables and other factors.

2. The study shows the most important ratios and values that are extracted from the use of the exploratory factor test, where the value of the quality of the measurement (KMO / Kaiser-Meyer-Olkin Measure of Sampling Adequacy) which is (0.840), which is considered an acceptable and very good value compared to the measurement quality test of (50%). Regarding the statistical significance of Bartlett's Test of Sphericity, which is (0.000), and it is considered a statistical function because it is less than (0.001) for Bartlett's test. The Initial Eigenvalues ratio of (72.869%) is also indicated, which is considered a good and high percentage for the interpretation of factor variance.

2) Regression Test

By the table 4, it is noticed that the study uses the regression test as it considers the axes (economic impacts and social impacts) as independent axes and the axis (community tourism impacts) as a dependent axis, showing the significance of the regression model as observed from the value (F / F value) of (0.6870.046), and the significance F of (0.000), which is a value smaller than the level of significance (0.01). It is also noted that the results of the predictive axes (0.995) in (the coefficient of determination / R² / R Square) explain the variation with the axis (Effects of community tourism).

Table 4. Results of Regression Test

Dependent Axis	Independent Predictor Axes	R	R ²	F Value	F Significance	Beta	T Value	T Significance	VIF factor
	Economic Effects		0.996	0.995	0.687.046	0.000	0.749	54.369	0.000
Effects of Community Tourism	Social Effects					0.295	21.436	0.000	2.618

It also shows the relationship between the effects of community tourism and the economic impacts through the value of (Beta) of (0.749) and in statistical terms, as is evident from the significance of (t / Significance t) of (0.000) and it shows that the greater the economic impacts of community tourism by one unit, the economic impact of community tourism for the Karbalai community increases by a value of (0.749) units, and also the value of (Beta) for the axis (social impacts) is valued at (0.295) and in statistical terms (t / Significance t) of (0.000), which also shows that the more the social impacts of community tourism by one unit, the impact of community tourism for the Karbalai community increases by (0.295) units. The table shows the result of the multiplicity test, as it is clearly less than (4), which indicates that there is no multiplicity problem between the variables of the model because (factor VIF) reaches its value (2.618) and the following equation shows that:
 Effects of Community Tourism = 0.711 + 0.749 * Economic Impact + 0.294 + 0.294 * Social Impact + Prediction Error

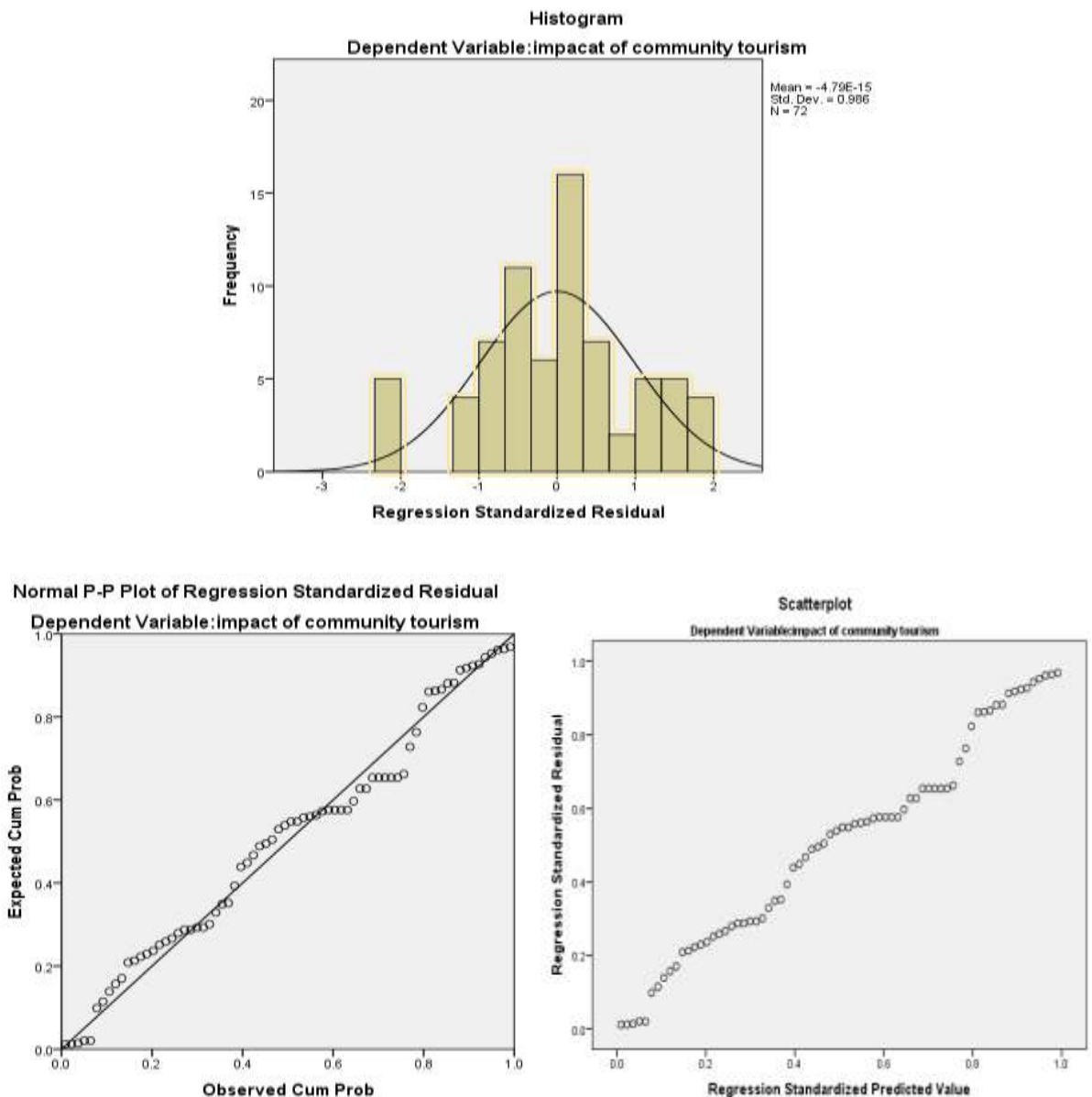


FIGURE 1. Showing how to group around a straight line, which is found to follow a normal distribution, which is a condition of the regression test

V. DISCUSSION

By what has been mentioned in this study regarding the effects of community tourism on the Karbalai community from the point of view of professors and students of the Faculty of Tourism Sciences / Holy University of Karbala, the study tries to shed light on these effects through the research sample that is considered as a specialist in the field of tourism sciences. By the hypothesis of the study, there is a rejection of the hypothesis that there is no effect of community tourism in the Karbalai community, and there are results and recommendations that have been included according to the following which are not considered final for this field of tourism sciences, but rather it sheds light on the topic so that the study suggests what can be searched for in this broad field which is the field of community tourism and the extent of its impact on societies.

VI. CONCLUSIONS AND RECOMMENDATIONS

The study concludes the following:

1. The Karbalai community consists of the largest proportions of the urban population compared to the rural population.
2. As a result of the study, the Karbalai community is an interactive society with visitors and is affected by them as well as it effects them.
3. The study also results in the concept of community tourism in general and its concept in particular for the Karbalai community.
4. The study also results in the existence of community tourism as a possible alternative tourism that brings economic and social benefits.
5. Generally, the study concludes that the existence of the tourism industry, specifically community tourism in Karbala Governorate and the Karbalai community between the extent of its economic and social impact, is positive, and in spite of negative hints, it may be a warning to correct its course at a later time by those who are in charge.

The study recommends the following:

1. Interest in the Karbalai community and preserving its societal texture.
2. Making community tourism in Karbala governorate lucky officials' interest, as it has direct contact with the Karbalai community.
3. The study recommends those who do studies on community tourism and its effects to the Karbalai community, to expand the research sample to find new effects in the time the researches.
4. Studying all influences in the field of community tourism, except economic or social, to activate what is positive and to deal with what is negative to some extent.

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