

The Developmental Role of Local Development to Promote Tourism Development in Nineveh Governorate

Naser Nazar Mohamed Raof

North Technical University /Nenava Technical Institute

Abstract

Local development plays a key role in the process of continuity, sustainability and achievement of tourism development through the application of planned tourism programs, local participation and technical assistance from the responsible local authorities, as well as integration between tourism projects, reinforced by the various tourism components provided by Nineveh Governorate between archaeological, religious, historical, natural, recreational and therapeutic, but it has not received the required attention to achieve the desired goals, as many challenges and obstacles stand in the way of the development of tourism development in the governorate. Therefore, the role of local development must be activated through planning to build a well-defined strategy to support tourism development in the governorate. The research aims to activate tourism development by reviewing the types of tourism and tourist sites in Nineveh Governorate, and what are the obstacles facing tourism development and what are the solutions that contribute to the advancement of local development and its increasing growth and sustainability as well as finding future prospects for it, the research includes five topics as well as conclusions and recommendations, the first section deals with the theoretical framework for local development, while the second section includes the theoretical framework for tourism development, the third section reviews the province of Nineveh (historical, administrative and geographical), the fourth section includes the tourism components and types in the province of Nineveh, and the obstacles facing tourism development in the province of Nineveh were discussed in the fifth section.

Introduction

The importance of the research stems from the fact that local development is one of the popular topics in the modern era, and local development can only be achieved by providing planned programs, public participation, technical support and integration between tourism projects, to achieve continuous and sustainable growth of tourism development, as the tourism sector has become an economic alternative, which would contribute to the growth of local income in Nineveh Governorate, and the development of the tourism sector is necessary at the present time, in order to diversify the sources of revenue of the governorate, for what it owns the province has a variety of tourist advantages.

Although Nineveh Governorate includes many attractions ranging from natural, archaeological, therapeutic, cultural, recreational, historical and religious, the level of tourism in it does not rise to the level required to achieve the desired goals. Therefore, following a

strategy based on supporting and developing the tourism sector as an important source of revenue for the governorate, as well as employing the labor force, as well as increasing the demand for local products, would contribute to the development of this sector, and make it in the refineries of important economic sectors in Nineveh Governorate.

The First Topic

Theoretical framework for local development

First: The concept of local development

It is a modern concept of the method of social and economic work in specific areas based on the foundations and rules of the curricula of social and economic sciences, and this method is based on making a civilized change in the way of thinking, working and life, by raising awareness of the local environment, and that awareness is based on participation in thinking, preparation and implementation by members of the local environment all at all levels scientifically and administratively (Al-Nabei, 1993: 23) as it is the process of change that takes place within the framework of a local public policy that crosses On the needs of the local unit, through local leaders capable of using and exploiting local resources, and convincing local citizens to participate popularly and benefit from material, moral and government support in order to raise the standard of living for all members of the local unit and integrate all units of the state (Abdul Muttalib, 2001: 13). , as well as being a set of policies and programs aimed at developing the economic and social side of the citizen, and therefore not limited to the economic aspect alone, as it is considered a comprehensive process, it is not separate from the general concept of development, and development in any aspect is an integrated process, local development, although it seems economic in its general framework, but its goal is social, and this confirms that integration between the economic and social aspects is inevitable and necessary, and this is not limited to Integration on the material aspects only, as it must keep pace with material changes and non-material changes, which are represented in rationalizing behavior and consolidating values among citizens, as well as fighting bad traditions that hinder progress in all areas of life (Khanfari, 2010: 18). As well as being a path to diversify and enrich economic and social businesses in a particular region by recruiting and linking its resources and wealth, from which it becomes a good product for the region's population, local development means involving local citizens in the region's development process (Merazq, 2010:10)

Second: Elements of Local Development (Al-Jundi, 2011: 132)

1- Planned program:

It focuses on the overall needs of society, as efficient planning is the best way to ensure the use of all national, material, natural and human resources, in a scientific, practical and humane manner, in order to achieve the advancement and well-being of society.

2- Public participation

One of the basic rules of local development is the need for popular participation, which means the participation of the largest number of residents of the local authority in thinking and action in the development and implementation of projects aimed at their advancement, by raising

awareness of a better standard of living by convincing them of new needs and training them to use modern means of production, training them on new patterns of economic habits in production, consumption and savings.

3- Technical assistance

Technical assistance means everything provided by government bodies, as the development process needs two important elements, the human element and the material element, and these two elements blend a great blend in social life, resulting in the element of technical assistance, i.e. human technical assistance, and material technical assistance, both of which complement the other.

4. Integration of competencies

One of the basic rules in local development is that there should be integration between projects in different fields through a multi-purpose program, and this is a result of the intertwining of factors affecting economic, social, political, and tourism phenomena, so social phenomena cannot be separated from economic phenomena, as they depend on each other, and exchange influence and influence.

Third: Local Development Goals

Local development aims to achieve a coherent set of purposes that contribute to the development of local communities in all regions of the country, and the general goal of local development is characterized by comprehensiveness and multiple economic, social, cultural, political, administrative, environmental and other dimensions, and the most important goals of local development can be summarized (Al-Awama, 2009: 154-155) and as follows (Mukhlif, 2013: 45-48):

1- Satisfying the basic needs of individuals:

Satisfying the basic needs of individuals is a popular demand and a duty of the state to achieve the stability of its members, eliminate social differences between citizens within the local community, and meet their basic needs of treatment, housing, clothing, food, education and work. Development in this case seeks to provide or mitigate them, such as the spread of epidemics, illiteracy, unemployment and poverty, all of which are a prerequisite for improving the basic and real needs of individuals within society, and provide the possibility of looking forward to what is better.

2- Self-realization, affirmation of a sense of belonging and humanity

At the present time, behaviors have spread in various societies with a material style, and this undoubtedly leads to the different nature of self-esteem, and the forms of expression from one community to another. Material economic well-being is a loving aspect of a sense of respect for others, due to the nature of the dominant material that has become an indicator of social status. In fact, the social status of the individual comes from what the individual adds to the local and national community, so self-realization is by work that enhances the sense of pride and belonging to the local community and loyalty to humanity and the individual feels, that he is in an entity in which he is respected and taken into account, in dealing with him by

officials, and that these values are keen to protect him and recognize his humanity in the face of society.

3- Reduce disparity between individuals

Most developing countries live in discrimination and great disparity between members of their societies, this disparity, which is based on the per capita income and wealth and the acquisition of a small group, and these manifestations extend to small local communities, so they formed, a local bourgeois class in front of this large segment of society, inequality arises and the majority of individuals from society feel social injustice, and this in turn generates different classes in the same society, while the demands of the rich groups are increasing in the demand for luxury goods, and here the state resorts to importing some luxury necessities, which affect the balance of payments, reducing effective participation that supports local development and lack of social cohesion. Reducing disparities in the distribution of income and wealth is one of the general goals that local development should seek to achieve in one way or another.

4- Building the material foundation for progress

Building the material foundation is important for any development that wants to achieve real progress, as most independent countries depend on building a broad basic base for the productive structure, as local development is actual, when it is based on the background of building the material foundation for progress, and the real start, to expand the social and economic sectors. Building the broad base of the productive structure is only the beginning of the road to purposeful local development, after which it chooses a direction according to the economic and social development strategy, which the community takes according to its development priorities and social needs.

5- Increase local income

Increasing local or national income is very important for any development, and is the backbone of development and its main engine, because incomes are based on the programming of projects and the establishment of development plans, so local income is closely related to the availability of capital and competencies, which in turn contribute to achieving a higher rate of increase in real domestic income, and the efforts of developing countries seek to find a real balance between the rate of demographic growth and the increase in domestic income.

6- Raising the standard of living

Raising the standard of living is a goal and a requirement for every development, as local development seeks to achieve it for all members of the local community through the development of human and material resources. The increase in national and local income is accompanied by changes in the structure of population increase, its organization, and the control of births to suit the appropriate rate achieved by raising the standard of living, and the equation requires that the lower the standard of living, the more the per capita rate of national income or local income is also low, so one of the general goals of local development is to improve and raise the standard of living.

7- Local development seeks to achieve freedom from the oppression of the environmental and cultural conditions of man, as well as freedom from customs, traditions and beliefs that stand in the way of development and the ability to overcome intellectual and human obstacles to achieve a better life and freedom from narrow local mentalities.

The second topic

Theoretical framework for tourism development

First: The concept of tourism development

Al-Khoury defined it as a set of activities and events aimed at satisfying human needs directly or indirectly by investing the available tourism resources in order to ensure an escalating pace of growth (Al-Khoury, 1985: 17). Robert Charles McIntosh defined it as "part of a comprehensive development plan that is usually shared between the public and private sectors, each of which is heavily involved in certain parts of the tourism project, the government usually provides infrastructure services such as water, transportation, etc., and the private sector provides superstructures such as restaurants, hotels, etc." (McIntosh, 1995:350). Abdul Rahman defined it as "covering all aspects related to the spatial patterns of tourism supply and demand, the geographical distribution of tourist resorts, and the flow and movement of tourism. It is obvious that tourism development has comprehensive objectives from its economic side related to improving the balance of payments situation, providing job opportunities, etc., as well as goals related to the social aspect, such as achieving the social desires of the members of society, as well as important goals at the environmental level, such as protecting the natural environment" (Abdel Rahman, 2002: 24). Al-Rahbi also defined it as upgrading and expanding tourism services and needs, hence that tourism planning is a necessity of rational tourism development to face competition in the international tourism market, and to enter tourism planning as a scientific method aimed at achieving the largest rate of tourism growth, at the lowest possible cost, and as soon as possible (Al-Rahbi, 2014 (114:). Shubbar defined it as an integral part of comprehensive national development, it means "countries with tourism potential to pay tourism variables has a higher growth rate in order to achieve the overall national development goals" (Shubbar et al., 2016: 37-38)

Second: Elements of Tourism Development

- 1) Attractions, natural features such as surface shapes, climate, water, forests, man-made elements, include parks, museums and historical sites.
- 2) Transport, of various types by land, sea and air.
- 3) Accommodations, whether commercial such as hotels and motels, or private sleeping places such as guest houses and apartments for rent.
- 4) Infrastructure services, such as water, sewage, electricity, telecommunications, etc. (Shubbar, et al., 2016: 49).
- 5) Supporting facilities, of all kinds, all kinds of tourism advertising, tourism management, handicrafts and banks (Kharboutli, 2004: 130).
- 6) Tourism development is carried out by the public and private sectors or both.
- 7) Development implementers, tourism development is implemented by the public or private sector or both (Al-Assali, 2016: 152).

Third: Types of Tourism Development

- 1) Comprehensive tourism development: includes all aspects of tourism economic, social, cultural, environmental, civilized and population in the country and requires money and human efforts a lot (Al-Humairi, Hawamdeh, 2006: 53).
- 2) Sustainable tourism development: It works to maintain and preserve all these resources because they are not the property of the current generation, but rather the property of future generations.

3) Local tourism development: related to infrastructure services in terms of road networks, communications, transportation and the development of tourist attractions to bring labor from the countryside to tourist destination areas (Shubbar, et al., 2011: 170)

4) Regional tourism development: It works on developing regional and international roads and standards, securing these roads, providing them with all services such as petrol stations, restaurants, cafeterias, providing communication services, and adopting tourism legislation and laws that will activate tourism between tourist destination countries, as is the case in European and Arab tourist countries.

5) International Tourism Development: It works to develop international agreements and programs between all neighboring countries through facilitating entry and exit procedures and active participation in all international tourism organizations, bodies and federations to benefit from all administrative and knowledge facilities and tourism exchanges (Ghadban, 2014: 142).

Fourth: Strategic Objectives for Tourism Development

What the world is witnessing today of changes, which have affected all countries of the world, has become one of the priorities of countries is to achieve profit without taking into account geographical, regional and legal boundaries, so what is known as tourism globalization has emerged, and this indicates the importance of the tourism sector in resurrecting comprehensive development, especially after opening the borders between many countries and integrating modern technologies in the tourism business, as international financial banks have become interested in this sector, which has increased the global tourism movement and revolves strategic tourism ambitions about achieving the following objectives:

- 1) Attracting local and international tourism investments
- 2) Bringing the tourism product to global markets by working on its development
- 3) Diversification and multiplicity of tourist attractions
- 4) Setting quality standards and determining their specifications
- 5) Development of marketing tools and tourism promotion
- 6) Developing the private sector by encouraging investment in the tourism field (Abdullah, 2017: 54)
- 7) Planning and directing tourism development
- 8) Protect the ecosystem as well as improve the ecological situation of tourist areas and sites
- 9) Develop natural tourism culturally, by raising cultural and social awareness, through the level of local communities
- 10) Economically, which means improving the national and local economy and providing employment and investment opportunities for local communities (Kafi, 2016: 120).

The third topic

Nineveh historically, administratively, and geographically

First: Naming

It was called um al-Rabiain because the surrounding spots are green twice a year, in the fall and spring, as it was called the humpback, and I differ in the explanation of this title, so Yaquut al-Hamawi attributed it in (Dictionary of countries) to a treadmill in its Tigris and a warp in its flow and in (Manhal al-Awliya) by Muhammad Amin al-Omari that it was nicknamed so because of the slope of its land, some houses and shops were built on the heights of castles and some in a depression of the ground (Historical Evidence, 1952: 54-55), and it is called

Al-Fayhaa because of the beauty of its spring and the large number of flowers, and some call it white because most of its houses are built with plaster and marble. Al-Maqdisi recalls that the Arabs call Mosul Khawlan (al-Maqdisi, 1971: 136-139). Mosul is an Arabic name derived from the connection where it connects different countries (Al-Ma'rab, 1969: 94), and the eastern and western forts were called by the Arabs as Mosul, and Mosul and the country of the island were called Mosul (Ibn Khalkan, 1948: 123-121).

Second: Historically

Nineveh was made by Tukulti-Abel Ishra (Glatblazer I) as the capital of the Assyrians in the late second millennium BC around 8001 BC (Solomon, 1971: 49-50). The Assyrians also took this city as their capital instead of Assyria near Sharqat, but King Sargon II 722-705 BC left it and instead took Khorsbad as his center of rule. His descendants after him, however, returned to it, using it as their seat of rule. During the reign of Sennacherib, he restored to the city its greatness, architecture and status, which is represented by its walls, castles and palaces, and King Ashurbanipal 669-642 BC was the last of its powerful kings who witnessed this great city at the height of its power and civilization, and then the days rolled until the city fell into the hands of enemies in 612 BC (Qahtan Rashid, 1987: 26). In prehistoric times, it was a settler inhabited by people six thousand years ago, and the stages of civilizational development that accompanied this city through successive eras (nissen, 1990:126). There are several factors that contributed significantly to the emergence of Nineveh historically, including:

1) Military factor

Nini gained strategic importance to the Assyrians through its center, the center of the Assyrians' homeland, and their main network of cities to efficiently manage the affairs of the empire, enhanced by its location, which enables it to control transportation routes, serving military objectives, and on the west bank of the Tigris River, the Assyrians erected a fortress opposite their capital, at Tell al-Qala'at, which formed the nucleus of the city of Mosul (Sayegh, 1923: 40).

2) Economic factor

The city's market has a position that serves it as a major commercial center represented by the capital Nineveh and its provinces (Boj, 2010: 29), which helped expand the influence of the Assyrians, and turned Nineveh into a passage crossing coming from the west (Al-Salman, 1985: 25). 144).

Third: Geography

The city of Mosul, which is the center of Nineveh Governorate, is located in the central basin of the Tigris River, within the northern part of Iraq, and occupies a position on the Tigris River in the area of its confluence with the Khosr River, which descends to it from the northeastern sides, and the position of the city of Mosul occupies part of the Mosul Plateau, which constitutes an important part of the terrain formations of the undulating region in Iraq, which is the area of the undulating plains confined between the mountainous region in the north and northeast, and the Jazira plateau in the west and south. Western. This clear differentiation in the location of the city according to its neighboring areas made it a basic fulcrum for the mountainous region, and an open entry gate towards the land of the island, and the

Mediterranean world, which made it enjoy a nodal geographical location drawn by the conditions of the natural environment (Janabi, 1991).

The Tigris River cuts through the province undulating from north to south and divides it into two almost equal parts, while agriculture is characterized as a permanent agriculture, due to the presence of large areas suitable for agriculture (Sayegh, 1923: 19).

Fourth: Administrative

Nineveh Governorate has many districts and districts shown in the table below with the area of each district as shown in the following table:

Area of Districts and Administrative Units of Nineveh Governorate Table (1)

The area is km	Administrative unit	district	Governorate name
1783	Mosul district center	Mosul district center	Nineveh
497	Bashiqa sub-district	Mosul	
738	Al-Shura district	Mosul	
767	Hammam Al-Alil district	Mosul	
686	Qayyarah district	Mosul	
**	Mohalabiya district	Mosul	
4471	The total area of districts for the center of Mosul district		
472	Al-Hamdaniya district center	Al-Hamdaniya district center	Al-Hamdaniya
474	Nimrud district	Al-Hamdaniya	
209	Bartella district	Al-Hamdaniya	
1155	Total total area of Al-Hamdaniya districts		
768	Telkif Judicial Center	Telkif Judicial Center	Telkif
476	Alqosh	Telkif	
**	wana	Telkif	
1244	Total total area of Tel Kaif districts		
2928	Sinjar district center	Sinjar district center	Sinjar
**	North	Sinjar	
**	Kairouan	Sinjar	
2928	The total area of Sinjar districts		
3206	Tal Afar district center	Tal Afar district center	Tal Afar
1247	oboist	Tal Afar	
**	Rabia	Tal Afar	
**	Ayadiyah	Tal Afar	
4453	Total total area of Tal Afar districts		
1333	Sheikhan district center	Sheikhan district center	sheikhan
**	Zilkan ((Al-Farouk((sheikhan	
1333	The total area of the Sheikhan districts		
9738	Hatr district center	Hatr district center	Hatr
**	till side	Hatr	
9738	Total total area of urban districts		
9172	Al-Baaj district center	Al-Baaj district center	Al-Baaj
**	Al-Qahtaniya district	Al-Baaj	
9172	Total total area of Al-Ba'aj districts		
1211	Makhmur district center	Makhmur district center	Makhmu
584	Queer	Makhmu	
964	Canada Yanawa	Makhmu	

**	Garage	Makhmu	
**	Mulla Qura (Adnaniya)	Makhmu	
2759	Total total area of Makhmour districts		
**	faeda	sameel	sameel
**	The total area of sameel l districts		
Total area	Total sub-districts		Total districts
37253	31		10

□ Lack of data

Source: Ministry of Planning / Central Statistical Organization / Statistical Group for the year 2019

- Nineveh Governorate, the center of the Mosul district, with an area of (1783 km).
- Al-Hamdaniya District Center covers an area of (472 km).
- Tel Kaif district center with an area of (768 km).
- Sinjar district center with an area of (2928 km).
- The center of the district of Tal Afar, with an area of (3206 km).
- Al-Sheikhan District Center covers an area of (1333 km).
- Al-Hatra District Center covers an area of (9738 km).
- Al-Baaj district center covers an area of (9172 km).
- Makhmour district center with an area of (1211)
- Semele District Center (**)

The fourth topic

Tourism ingredients and types of tourism in Nineveh Governorate

First: the natural ingredients

Table (2) Natural components in Nineveh Governorate

Tourism type	Natural features	Governorate
Nature tourism	Green areas in Nineveh Governorate, Martyrs Park, Center Park, Wadi Akab, Wadi Al Hajar, Wadi Al Ain, Wadi Kharaza, Wadi Delmajah, Wadi Ashur, Lake Mosul Dam, and the northeastern and northern slopes	Nineveh
Nature tourism	Eye of sulfur, northern flower, southern flower, eye of Foussa, sulfurous jarn, sulfurous sulfur, sulfuric yellowness, sulfur egg, black palace, yellowness, al-Noran, Katy Bay, Khalouk, Ras al-Ain	Nineveh

Source: Salah Majeed Al-Janabi, Geography of the Mosul Region, Mosul Civilization Encyclopedia, Volume One, Dar Al-Kutub for Printing and Publishing / University of Mosul, 1991, Iraq, Basil Ihsan Al-Qashtini, "The Journal of Plan and Development", Center for Studies and Research, Issue 2, University of Baghdad., 1996, Iraq

Second: Islamic and Christian religious foundations

Table (2) Islamic and Christian religious components in Nineveh Governorate

Tourism type	Islamic religious sites	Governorate
--------------	-------------------------	-------------

Religious tourism	The Mosque of the Prophet Yunus, the Mosque of the Mujahid, the Mosque of Al-Nuri, the Mosque of the Prophet Zarzis, Mosque of Imam Awn al-Din, Torabah of Yahya Abi al-Qasim, Mosque of the Prophet Sheet, Shrine of Sayeda Zainab	Nineveh
Religious tourism	Mar Esho Ayab Church, Shimon El Safa Church, Martoma the Apostle Church The Church of the Martyr Masknta, the Old Church of the Immaculate, the Church of Marahmoudeh, Mar Gorgis Church, Church of the Two Gods, Sheikh Matti Monastery, Mar Mikhael Monastery, Mar Gorgis Monastery, Marbehnab Monastery	Nineveh

Nasser Nizar Al-Hasani, Rehabilitation of archaeological sites and their role in supporting sustainable tourism development - Nineveh Governorate - a study case, Master Thesis, Al-Mustansiriya University, 2019, Baghdad

Third: archaeological and historical elements

Table (3) Historical and archaeological elements in Nineveh Governorate

Tourism type	Archaeological and historical sites	Governorate
Archaeological tourism	Mosul Castle in Ashtabiya, Al-Sarayah villages, the ancient city of Assyria, the ancient city of Nimrud, the city of Dur Shirokin (Sargon Fortress), Nineveh, the city of Hatra, Tal Afar Citadel,	Nineveh

Nasser Nizar Al-Hasani, Rehabilitation of archaeological sites and their role in supporting sustainable tourism development _ Nineveh Governorate_ Case study, master's thesis, Al-Mustansiriya University, 2019, Baghdad

Fourth: Complementary tourism facilities and services

1- Accommodation services

1-1 Number of hotels according to class

Table (4) Number of hotels, apartments and tourist complexes by classification and sector in Nineveh Governorate

total	popular	4 *	3 **	2 ***	1 ****	excellent	sector	Attached	Governorate
1	-	-	-	-	1	-	private	hotel	Nineveh
1	-	-	-	-	1	-	mixed		
1	-	-	1	-	-	-	private	Apartments	
2	-	-	-	-	2	-	mixed		
2	-	-	-	-	2	-	private	Tourist	
0	-	-	-	-	-	-	mixed	complex	
7	0	0	1	0	6	0	total		

Source: Central Statistical Organization 2018

1-2 Number of hotels and apartments in tourist complexes, rooms, beds, overnight stays and guests in Nineveh Governorate

Table (5) Number of hotels and apartments in tourist complexes, rooms, beds, overnight stays and guests

The number of guests	The number of nights spent	number of beds	Sweet	The number of rooms			The number of apartments in one complex	Number of hotels	Governorate
11542	71199	307	5	total	other	inmates	400	2	Nineveh
				190	15	175			

Source: Central Statistical Organization 2018

1-3 Number of hotels and tourist accommodation complexes according to the type of service

Table (6) Number of hotels and tourist accommodation complexes by service

Number of hotels and tourist accommodation complexes that provide services			OTHER	internal function	SPORT	GAME	NET	ATM	Exchange	park	Tourism trips	Forum lounge	Swimming pool	Wash and iron	Spirits	the food	Governorate
total	n o	ye s															
7	0	7	0	0	1	0	6	0	0	1	0	0	0	2	0	1	Nineveh

Source: Central Statistical Organization 2018

2- Food and beverage services

2-1 restaurants

2-1-1 The number of restaurants according to the degree of classification

Table (7) Number of restaurants according to the degree of classification

total						Governorate
	4	3	2	1	excellent	
36	20	8	8	-	-	Nineveh

Source: Nineveh Tourism Authority / Inspection and Follow-up Department 2019

2-1-2 coffee shops

2-1-3 The number of coffee shops according to the degree of classification

Table (8) Number of coffee shops according to the degree of classification

total	coffee					Governorate
	4	3	2	1	excellent	
4	---	1	2	1	---	No.

Source: Nineveh Tourism Authority / Inspection and Follow-up Department for the year 2019

3- Travel and tourism companies services

Table (9) Number of travel and tourism companies

total	dummy companies	closed tourism companies	Open tourism companies	Governorate
88	65	10	13	Nineveh

Source: Nineveh Tourism Authority / Inspection and Follow-up Department 2019

4- Shop services and other complementary services for Nineveh Governorate

Table (10) Commercial markets in Nineveh Governorate

Tourism type	Name of market	Governorate
Shopping tourism	Old brick door, Bab Al-Jisr market, Bab Al-Saray, goldsmith and stationery market, shops selling souvenirs and antiques,	Nineveh

Taghreed Saeed Amin, "Archaeological features and Islamic legacies are the basis for the development of cultural tourism in the city of Mosul," a research published in the Journal of the College of Arts, Al-Mustansiriya University, Issue 44, 2004

Fifth: the entertainment ingredients

Table (11) Recreational components in Nineveh Governorate

Tourism type	Recreational ingredients	Governorate
Leisure tourism	Forests, waterfalls, the tourist games city, the Sudair tourist complex, the tourist village complex, Umm al-Rabeen tourist island, casinos overlooking the Tigris River, the tourist city in Mosul Dam	Nineveh

Source: Nineveh Tourism Authority / Inspection and Follow-up Department 2019

Sixth: cultural ingredients

Table (12) Cultural components in Nineveh Governorate

Tourism type	cultural ingredients	Governorate
Cultural tourism	Spring Theatre, Hammurabi Cinema, Granada Cinema, Semira Mays Cinema, Tents Cinema, Seville Cinema, Nineveh Museum, Nergal Museum, Pottery Industry, Sculpture, Wood Engraving, Gold and Silver Forging, Weaving and Knitting, Copper Industries, Leather Industries, Spring Festival Celebrations	Nineveh

Source: Nineveh Tourism Authority / Inspection and Follow-up Department 2019

The Fifth Topic

Challenges of tourism development in Nineveh Governorate

First: Obstacles to tourism development in Nineveh Governorate

The obstacles facing the tourism industry vary with the varying degrees of economic and civilizational progress in the countries of the world. The tourism sector in Nineveh Governorate has faced several obstacles and problems that have led to a reduction in the role of tourism in achieving economic and social development. Tourism has not received the required attention. There are many obstacles and challenges still facing local tourism development, the most important of which are:

1) Obstacles related to tourism planning

It is represented in the absence of a good system for tourism information and statistics. There is no doubt that the availability of information and data related to tourist attractions or related to a specific activity is considered one of the planning pillars for upgrading the tourism sector. According to nationality, the number of tourists distributed over the months of the year, and the number of tourist nights, and this system is considered negative, as it lacks a lot of important and necessary information for researchers or those in charge of planning to focus their efforts towards expanding the establishment of hotels, improving the performance of services in them on the one hand, and developing ancillary services And attached to it on the other hand, as well as the development of existing tourism resources and components, which will help in developing and supporting transportation methods and means of communication from Nineveh Governorate and abroad or from outside Nineveh Governorate to the tourist places within Nineveh Governorate. The most important information is the following:

1-1 Distribution of tourists according to the method of arrival to the governorate, whether by air or land.

1-2 The purpose of coming

1-3 Places of residence for tourists, which include hotels - tourist villages - youth hostels - apartments and rented rooms

1-4 Places visited by tourists

1-5 Classification of tourists according to age, gender and country of arrival

1-6 Classification of tourists on express or transit trips according to nationality and duration

1-7 Surveying the opinions of tourists in tourist places and others

2- Obstacles related to the private sector for tourism development in Nineveh Governorate

There are a number of obstacles and challenges that prevent organizing and developing the work of the private tourism sector, and attracting the local private investor for tourism investment, despite Nineveh Governorate's possession of various tourism wealth and resources that make it attractive to promising investment opportunities locally, including:

2-1 Weak financial allocations for tourism investment in the local development plans for the governorate, in addition to the weak role of the banking system in financing and providing credit facilities to private investors in tourism projects

2-2 The lack of a realistic and clear strategy for local tourism development in Nineveh Governorate, despite all the attempts adopted by Nineveh Governorate, but it is not based on scientific and realistic bases, and the private sector is isolated to participate in it.

2-3 The problems and difficulties of the basic infrastructure that limit the investor's own capabilities and his desire to direct his savings and capital towards investing in new tourist attractions that are to be developed locally.

2-4 The weakness of the legal and legislative system that stimulates the private and local sector to invest in Nineveh Governorate.

2-5 Lack of tourism education institutions and training centers affiliated with the private sector, which makes it responsible for providing specialized and qualified cadres commensurate with the real requirements of the tourism labor market in Nineveh Governorate.

2) Misdirection of investments in the tourism sector in Nineveh Governorate

Studies on tourism investment confirm that a large percentage of tourism companies in Nineveh Governorate focus their investments in narrow areas that tourists may not need or desire, such as clubs and night entertainment stores. To information about tourist attractions that are the responsibility of the state and those in charge of the tourism sector in Nineveh Governorate.

3) The low level of auxiliary services for the tourism sector in Nineveh Governorate

Despite the relative improvement of transportation methods and internal and external wired and wireless communications from the countries of the tourist world, the countries concerned with tourism in the third world, especially Iraq / Nineveh Governorate, still suffer from poor communication services, and other problems related to sanitation, water networks, lighting, electricity, and transportation methods that It links the various tourist sites and places, the lack of interest in the general appearance and dress of workers in the tourism sector, the lack of interest in the cleanliness of tourist places, especially archaeological and religious ones, as well as the underdevelopment of tourism banking services in banks, especially in hotels and mistreatment in the offices of airlines inside and outside the governorate And the presence of taxi drivers exploiting groups of foreign tourists, which harms the reputation of the province as a tourist, as well as the lack of a tourist police in some tourist areas, especially archaeological and historical.

4) Terrorism, political stability and social security

Although tourism and economic experts acknowledge the need for tourist countries to enjoy a high degree of security and political stability, the sabotage, destruction, burning and looting that Nineveh governorate witnessed in 2016 led to political, security and social instability, and this was reflected in the deterioration of the economy, the spread of unemployment, and the spread of crime and corruption.

Second: Requirements for promoting local tourism development in Nineveh Governorate

Tourism in Nineveh Governorate and the historical and cultural heritage on which it is based in today's world has become playing an important role in local tourism development. Three industries that will lead the economics of services are wireless communications, information technology, and tourism and travel.

1) Rehabilitation and development of tourist sites in Nineveh Governorate

The tourist sites in Nineveh Governorate are considered as the Garden of Eden because this province contains natural, therapeutic, recreational, cultural, archaeological and religious elements. Therefore, it can be considered one of the most important provinces that possess tourism elements. A huge number of tourists, through the restoration of life to it, the

introduction of necessary services to its tourist sites, the establishment of a museum that introduces the tourism potentials that Nineveh Governorate possesses, the encouragement of traditional industries that Nineveh Governorate is famous for for the purpose of selling them to tourists, and the rehabilitation of tourist villages in the Nineveh Governorate through introducing modifications that suit the times and the development taking place in the tourist villages, so that the tourist can find comfort and pleasure in them, and renting them for several years to the tourist, in order to contribute to attracting large numbers of tourists. Tourism, they suggested that a tourist line be opened between the United States of America and Nineveh Governorate.

2) Paying attention to the environmental and health status of the governorate

As we know, there is no benefit in developing the elements of tourist attractions and tourist sites, and the health status of the province is lagging behind, and aspects of cleanliness are not available. Tourists are alienated from this situation, even if the tourist sites are beautiful and of a prestigious level. The health system, through an accurate and strict system of health control over all tourist sites, restaurants, hotels, and everything related to tourism activity in the governorate, and attention to water and sanitation networks, and attention to the cleanliness of the environment in general, and raising the level of services provided in health institutions, and developing them in accordance with the desire The tourist in a way that makes him reassuring.

3) Integration of local communities in the tourism development process

And that is through paying attention to domestic tourism, and encouraging it by providing the best services, at low prices, especially for university and school students, and adopting a special program to encourage this important aspect. Domestic tourism plays an important role in integrating local communities into the tourism development process, and spreading cultural and social awareness. An important factor in moving the local economy and reviving the market movement.

4) Preserving the elements of archaeological, natural, therapeutic, cultural and recreational tourist attractions, including:

4-1 Contribute to stimulating care for the heritage of Nineveh Governorate and highlighting its diverse local cultures, through the establishment of cultural and entertainment festivals, through which events and social and artistic activities are presented for all Kurdish, Yazidi, Islamic and Christian nationalities, such as poetry, folk arts, folk food, folk costume, folkloric dances, and an exhibition dedicated to displaying works and crafts. Handmade and industrial, which is famous for the province of Nineveh

4-2 Paying attention to medical tourism, as Nineveh governorate is characterized by the presence of many sites in which mineral springs are spread, such as Ain Kabrit and Hammam al-Alil, whose waters are used to treat some chronic skin diseases, as well as joint diseases.

5) Develop plans to improve the status of archaeological and local tourism in the governorate

Archaeological tourism in Nineveh Governorate is considered the backbone of tourism in the governorate, which requires special and distinct attention to it, planning and promoting this tourism industry, according to solid scientific and cultural foundations, and cooperation with the Nineveh Antiquities Inspectorate and relevant institutions to preserve and develop the cultural and civilizational nature of archaeological tourism sites and work has been done to

promote archaeological tourism, and there are projects to conclude and develop memorandums of understanding, and strive to create archaeological tourism throughout the year. Also, cooperation with the local community, to preserve and develop the tourism potentials and to be available throughout the year, is reflected positively on the economic and social aspects at the governorate level.

6) Work to increase the governorate's budget for tourism and antiquities

It must be said that the budget allocated for tourism and antiquities in the governorate budget will not reach the required level. As we know that the tourism sector is the second auxiliary to the economy in the province due to its potentials and tourist attractions.

7) Work to encourage investment in the tourism sector in the province

7-1 Providing the environment and tourism investment climate in the governorate and comprehensive security to attract local, Arab and foreign investments to the governorate.

7-2 Taking advantage of the new investment law No. (13) for the year 2006 to pave the way for specialized tourism investments, whether they are for existing projects such as hotels, tourism facilities, building new tourism facilities, taking into account giving tourism investment in the governorate priority and specificity over the rest of the investments. Because it is a smoke-free industry, and it is an art, taste and morals, and the Nineveh governorate must create a legal investment environment without complication, routine, or the use of different mechanisms that impede the investor's progress to invest in the governorate.

7-3 Work to create a partnership between the private and public sectors, which achieves integration through partnership between the two sectors

7-4 Opening the door to competition among companies in Nineveh Governorate, relying on a mechanism to provide better service at reasonable prices

8) Restructuring the tourism sector in Nineveh Governorate

8-1 Coordinating the decision-making unit, preventing duplication and interference with powers between the central administration of the Nineveh Tourism Authority and other tourist agencies (the private sector).

8-2 Formation of a monitoring body in the Nineveh Tourism Authority, with the aim of diagnosing financial and administrative corruption and avoiding red tape in the institutions of the tourism sector, which creates a stimulating climate for investment

8-3 Continuous evaluation of the performance of tourism projects by the Nineveh Tourism Authority to indicate their economic and social quality, and their commitment to their work within the framework of local development.

8-4 Work to establish a higher council for tourism in the Nineveh governorate building.

8-5 Employing specialized tourism cadres to work in the tourism sector, with the demobilization of old cadres, who are not specialized in tourism work, in order to embrace specialized cadres in the professions of tourism and hotel graduates, whether from colleges or tourism institutes, in order to advance the tourism work.

Conclusions and recommendations

Conclusions

1- The development and advancement of the tourism sector will contribute to diversifying the sources of national income, providing job opportunities in Nineveh Governorate, reducing the

problem of unemployment, supporting the balance of payments, achieving balanced growth, and financing the Nineveh governorate budget.

2- The diversity of tourism in Nineveh Governorate between natural, religious, archaeological, cultural, recreational and therapeutic.

The percentage of archaeological and therapeutic tourism constitutes a high percentage of the tourism activity, since Nineveh Governorate has been honored by God Almighty with many shrines of the prophets, imams and righteous saints, may God's prayers and peace be upon them all.

3- Nineveh Governorate possesses natural resources, many and varied tourism characteristics, and attractive elements that can be invested in tourism, which is considered an economic resource, equivalent to the wealth of oil and gas, if it is properly and planned to be exploited, it will generate large sums of money for Nineveh Governorate, in addition to providing Job opportunities for a wide range of idle human resources in Nineveh Governorate.

4- Lack of interest in developing local cadres working in the tourism sector in Nineveh Governorate, and qualifying them at a level that rises to what it is in the countries of the world, even if this is limited to cognitive education and the opening of some colleges and departments specialized in the tourism sector.

5- The lack of a culture of investment and non-traditional patterns in the field of tourism, in remote areas far from cities, which have distinct tourism resources such as archaeological and therapeutic tourism.

6- The lack of expansion in building hotels classified as premium class, but they have remained the same since they were built in the eighties, and some of them were even completely destroyed in the events of June 2016, due to the lack of experience, competence and specialization in the leadership positions of the tourism sector in Nineveh Governorate, which is one of The reasons for the weak local tourism development in the province.

7- The tourism sector in Nineveh Governorate was subjected to a decline, which led to weak tourism development due to the vandalism and destruction that occurred after the events of June 2016.

Recommendations

1- Creating an appropriate investment environment in Nineveh Governorate that is politically and economically stable to ensure the participation of local and foreign investors in investing effectively and without fear or hesitation in the economic sector in general and the tourism sector in particular.

2- Encouraging tourism investment in archaeological, therapeutic, cultural, recreational, natural and religious sites, which leads to a diversification of the tourism product.

3- The need for coordination between the various agencies responsible for tourism in Nineveh Governorate, as the development of the tourism sector does not fall on the shoulders of the Tourism Authority only, but through the support of the Directorate of Interior, Transport, Industry, Finance and others in Nineveh Governorate. There is coordination between the directorates to implement the tourism development strategy.

4- Adopting the principle of tourism planning, the provided tourism product, realizing direct and indirect economic gains, ensuring the modernization and development of tourist sites in

Nineveh Governorate, and expanding the creation of new tourist sites that are compatible with the change and development of tourism development.

5- Encouraging investment in the tourism and hotel industry by setting up a system to encourage tourism investment in the governorate by diversifying incentives to encourage tourism and hotel investment in the governorate, such as tax exemptions, facilitating customs procedures, the equipment needed, and providing long-term loans for tourism investment companies. and local hotelier.

6- Diversifying the tourism offer near religious, archaeological, natural, cultural, archaeological and recreational sites for tourism purposes, such as investing in the Mosul forests, Martyrs' Garden, Lake Wanah, and Lake Mosul Dam, and then diversifying tourist trip programs.

Arabic and Foreign Sources

- 1) Abu al-Abbas Shams al-Din Ahmad bin Muhammad Ibn Khalkan: "Deaths of Notables and the Sons of the Sons of Time," the Egyptian Renaissance Bookshop, 1948, Cairo.
- 2) Amal Al-Hamasi, Tourism and Social Development in Arab Egypt, Conference on Tourism in Egypt and its Economics and Administrations, Mansoura University, 1988
- 3) Al-Rahbi, "Modern Tourism Management," Academicians for Publishing and Distribution, 1st edition, 2014.
- 4) Al-Rimawi Hasan, "Introduction to Tourism, Recreation and Walking", Faculty of Arts, Israa Al-Ahliya University, Dar Al-Nuzum for Publishing, 1998, Amman.
- 5) Al-Sayed Ali, Ahmed Amin, Mohieddin, "Managing Hotels and Raising Their Productive Efficiency," Dar Wael for Publishing, 1st edition, 1998, Amman.
- 6) Elham Khudair Shubar, "Risk and Crisis Management in the Arab Tourist Organization," a case study of Egypt and Iraq, Karbala University Journal, Volume IX, Issue 1, 2011, Baghdad
- 7) Elham Khudair Abbas Shubar, Nisreen Ghali Qassem, "Privatization and Tourism Development", Dar Al-Ayyam for Printing and Publishing, 1st Edition, 2016, Amman.
- 8) The Arabized in Non-Arabic Speech, 2nd edition, edited by Ahmed Mohamed Shaker, Dar Al-Kutub Press, 1969, Cairo.
- 9) Alice and Pugh: "Journeys to Iraq," Mosuliya Studies, Issue 29, 2010.
- 10) Elias El-Khoury, "For Tourism in Lebanon and the World," Darmeer for Printing and Publishing, 1st Edition, 1985, Beirut.
- 11) Basil Ihsan Al-Qashtini, "The Journal of Planning and Development", Center for Studies and Research, Issue 2, 1996, University of Baghdad.
- 12) Taghreed Saeed Amin, "Archaeological features and Islamic legacies are the basis for the development of cultural tourism in the city of Mosul," a research published in the Journal of the College of Arts, Al-Mustansiriya University, No. 44, 2004.
- 13) Hussein Kafafi, A Modern Vision for Tourism Development for Developing Countries, The Egyptian General Book Organization, 1991, Cairo.
- 14) Hussein Abdel Hamid Ahmed Rashwan, Development (Socially, Culturally, Economically, Politically, Administratively, Human), University Youth Foundation, Alexandria, 2009.

-
- 15) Hassan Al-Hassan, Tourism Industry and Public Relations, The Lebanese House and Public Relations, Beirut, 1st Edition, 1978
 - 16) Historical Evidence for Citizens of Antiquities in Iraq, Ibn Sina Iraqi Committee, Baghdad, 1952.
 - 17) Rafah Qasim Al-Imami, "Tourism Development in Iraq and its Relation to Economic Development", Master Thesis) unpublished., College of Administration and Economics, Arab Academy in Denmark, 2012, Denmark.
 - 18) Rashid, Salih Qahtan, "The Archaeological Scout in Iraq," Dar Al-Kutub for Printing and Publishing, 1987, Baghdad.
 - 19) Ramzi Ali Ibrahim Salama, "Development Economics," Founder of the University Youth for Printing and Publishing, 1986, Alexandria.
 - 20) Suhail Al-Hamdan, Modern Management of Tourism and Hotel Establishments, Dar Al-Ridha Publishing House, Damascus, 2010
 - 21) Salman Al-Sayegh, "The History of Mosul": Part 1, Al-Mubta' Al-Salafiyyah, 1923, Cairo.
 - 22) Salem Ahmed Mahal, "The Mosul Region under the Sasanian Occupation," Mosul Civilization Encyclopedia, Dar Al-Kutub for Printing and Publishing, 1st Edition, University of Mosul, 1992, Mosul
 - 23) Shams al-Din Abu Abdullah al-Maqdisi ((known as al-Bishari)): "The Best Divisions in Knowing Regions," Leiden - Brill Press, (Leiden 1906), 2nd Edition, International Book House for Publishing, 1971, Beirut
 - 24) Salah Majeed Al-Janabi, Geography of the Mosul Region, Mosul Civilization Encyclopedia, 1991, Volume One, Dar Al-Kutub for Printing and Publishing / University of Mosul
 - 25) Salah Al-Din Al-Kharboutli, "Sustainable Tourism", (Directory of Local Authorities), Dar Al-Ridha for Publishing and Distribution, 1st Edition, 2004, Amman.
 - 26) Salah Majeed Al-Janabi, "Geography of the Mosul Region", Encyclopedia of Mosul Civilization, Volume One, Dar Al-Kutub for Printing and Publishing, 1991, University of Mosul.
 - 27) Ali Hassan Musa, Climate and Tourism, Dar Al-Anwar, Damascus, 1997
 - 28) Alaa Ibrahim Al-Asali, "Tourism in the Arab World," Dar Amjad for Publishing and Distribution, 1st edition, 2016, Amman
 - 29) Adnan Makki Al-Badrawi and Falah Jamal Al-Azzawi, "Development and Regional Planning", Dar Al-Kutub for Printing and Publishing, 1st edition, 1991, Mosul.
 - 30) Abd al-Majoud Ahmad al-Salman: "Mosul in the Rashidun and Umayyad Covenants," Mosul University Press, 1st Edition, 1985, Mosul.
 - 31) Abdel-Azim Hajami, Tourism, Zahraa Al-Sharq Library, Cairo, 1996
 - 32) Abd al-Rahman Abu Riah, "Arab Tourism, Policy and Strategy," Al-Dustour Commercial Press, 1987, Amman.
 - 33) Abdel Hami Kheidar Khanfari, Financing Local Development in Algeria, PhD thesis, Faculty of Economic, Commercial and Management Sciences, University of Algiers, 2010 Dr. Abdel Muttalib, Local Finance and Local Development, University House, Egypt, 2001

-
- 34) Amer Suleiman, "The Civilizational Encyclopedia of Mosul," Dar Al-Kitab for Publishing and Distribution, University of Mosul, 1992, Mosul.
- 35) Ghadban, Bin Fouad, "Tourist Geography", Al-Yazuri for Publishing and Distribution, 2014, Amman.
- 36) Kamal Al-Nabe'i, Encouraging the Third World, a Critical Study in the Sociology of Development, Cairo, Dar Al-Ma'arif 1993
- 37) Kamel Mahmoud, "Modern Tourism in Knowledge and Application," Cairo, The General Book Authority, 1975
- 38) Muwaffaq Adnan Al-Hamiri, Nabil Zaal Al-Hawamdeh, "Tourism Geography in the Twenty-First Century", Dar Hamed for Publishing and Distribution, 2006, Amman.
- 39) Mustafa Youssef Kafi, "The Economics of Ecotourism and Natural Reserves," Dar Al-Manhaj for Publishing and Distribution, 1st edition, 2016, Syria.
- 40) Muhammad Farid Abdullah, "Tourism Planning and Sustainable Tourism Development," Dar Al-Ayyam for Publishing and Distribution, 2017, Amman.
- 41) Muhammad bin Makram Abu Manzoor, "Lisan Al-Arab", Dar Sader, Part Fifteen, Part Nineteen, 1993, Beirut.
- 42) Mohsen Mikhlef, The Role of Local Communities in Achieving Local Development - A Case Study of Bisra State, Master's Thesis in Political Science and International Relations, Faculty of Law and Political Science, University of Bisra, Algeria, 2013, 2014, pp. 45-48)
- 43) Mostafa El-Gendy, Local Administration and its Strategy, Manshaat El-Maarif, Alexandria, 2011, p. 132
- 44) Nael Abdel-Hafez Al-Awalmeh, Department of Development, Foundations - Theories - Practical Applications, Dar Zahran for Publishing and Distribution, Amman, 2009, pp. 154-155

foreign sources

- 1) GERARD GUIBILATE: ECONOMIE TOURISTIQUE EDITION DELTA SPES SUISSE, 1983
- 2) Mathesonr, Wallg, tourism: economic, physical and social impact, longman London, 1982.
- 3) NAIT MERZOUG MI k KOUADRIA NOUREDDINE k AMARA FATAH "GOUVERNANCE URBAINE ET DEVELOPMENT LOCAL EN ALGERIE QUELS ENGEUX POUR LES METROPOLES REGIONALES: CAS ANNABA REVUE DES SCIENCES HUMAINES k UNIVERSITE MOHAMED KHIDER BISKRA N 24 2010 Kp))
- 4) NEGL J, TOURISM AND TRAVEL: CONCEPT AND PRINCIPALS, GITANJAL, PUBLISHING HOUSE NEW DELHI 1990
- 5) Nissen, h.J., THE EARLY HISTORY OF THE ANCIENT NEAR EAST 9000-2000 B.C, CHICAGO, 1990
- 6) Robert Charles McIntosh, R., tourism principle, parcties pnilosophies seventh ED. Printed in USA. 1995