

The Role of Tourism Edification in Attracting Tourists A Study of Travel and Tourism Companies in Erbil City

Muhammad Hassan Khalifah¹

Department of Business Administration, College of Administration and Economics, University of Salahaddin, Erbil, Iraq

Hussein Ahmad Mustafa²

Department of Tourism Organizations Administration, College of Administration and Economics, University of Salahaddin, Erbil, Iraq
Email: hussein.mustafa@su.edu.krd

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Abstract

Currently, the tourism sector is a significant source of income in most countries; it is the primary source of job creating and revenue — that why countries are concerned about tourism. The process of tourist attraction also has become a top priority in its movement, administration, and economic activities. The primary goal of this research, therefore, is to analyze the role of tourism edification in attracting tourists; from the employee's perspectives in the travel and tourism companies operating in Erbil city. Consequently, as a data collection method, the researchers used a self-designed questionnaire. While, the survey sample involves 132 employees, who randomly selected from different tourism companies to respond to the survey questions. The research's conceptual scheme and hypotheses are established that emphasize on the relationship and the effect between the research variables. The hypotheses tested by using the SPSS V.25, and EViews 9, as the results, the research reached to some findings, most significant, the research found positive relationship and effect between tourism edification and attracting tourists. Moreover, based on the conclusions, the researchers presented some suggestions and recommendations.

Keywords: Tourism Edification, Tourism Advertising, Training, Tourism Education, Awareness, and Tourists Attraction.

Introduction

The tourism industry has developed meaningfully, particularly in the past two decades. Perhaps the main reason is the development of transport, information, and communication. Thus, the world has turned into a small global village, in addition to the high interest that countries have taken in the tourism sector. It has a direct or indirect effect on other business sectors. The tourism sector, by virtue of its specificity, both at the national and international levels, is characterized by capital operations, production processes, and consumption operations carried out by several sectors: the state, financial institutions, service businesses, including travel and tourism companies, and affect the political, social, cultural and environmental factors.

While the companies of the tourism sector were found to exploit these possibilities and to reconcile them to attract tourists to their desire for entertainment, besides to maintain its survival and continued activity, it must adapt itself to the fluctuations of the market and changes in demand and meet the requirements of the current and future tourism market. Despite the encouraging factors in attracting domestic and international tourists, there is an essential fact in this regard that tourism companies need more to use the elements of tourism edification represented by the tourist advertising of its activities, and tourism training for its employees, tourism education and awareness, leading to attracting more tourists. However, the reasons for choosing this topic is to provide an analysis of tourism edification while there

is a lack of studies and research on this topic, particularly in Iraq and the Kurdistan Region. Besides the importance of tourism edification in the development of tourism companies' activities as well as its return to society.

Research Problem and Question

The problem of research can be embodied in the subsequent question: What is the reality of utilizing tourism edification in the travel and tourism companies in Erbil city? Moreover, to what extent does the tourism edification effect in attracting tourists. Thus, this sub-question arises, do the travel and tourism companies in Erbil city awareness of the significance of tourism edification.

Research Significant and Purposes

Firstly, from the methodical perspective, the significance of this research is reflected in need to identify the elements of tourism edification namely; tourism advertising, training, tourism education, and awareness, and their effects in attracting tourists in surveyed companies in Erbil city. So, this research could help managers in tour companies recognize those elements that have a role in exciting tourists. In practical terms, the implication of the current research lies in the diagnosis of the rudiments that develop tourist activity for tourism companies and providing the conceptual framework for the research variables represented by tourism edification and its role in increasing and attracting as many tourists as possible. It also highlights the importance of research in the field by analyzing survey data to reach it is results.

Regarding the purposes, this research analyzes the reality of tourism edification in surveyed companies besides highlighting the role of tourism edification in the tourism sector in Erbil. Further, analyze the elements of tourism edification, development, and emphasize the importance of increasing the number of tourists and also, building a knowledge framework for the concept and dimensions of research variables.

Conceptual Scheme

In the light of the research problem and achieving its purposes the conceptual scheme prepared. While it is revealed, examine the role of tourism edification in attracting tourists a study of travel and tourism companies in Erbil city. Nevertheless, distributes a conceptualization of the research concepts. Besides displaying the relationship and effect between the independent and dependent variable, as revealed in Figure 1, below.

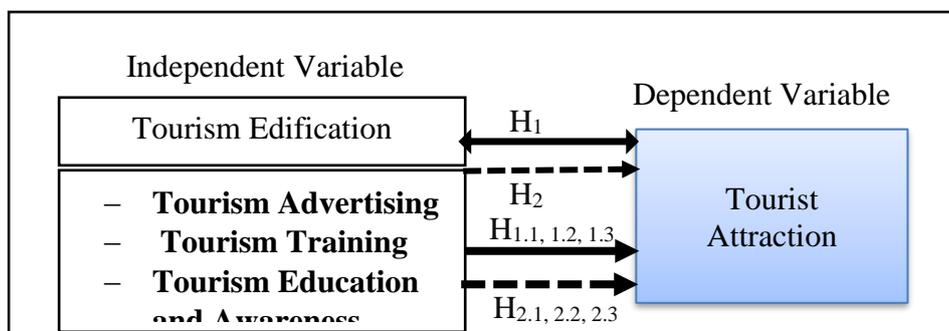


Figure 1 Conceptual Scheme - Developed by Researchers

Hypothesis of Research

Theoretically, this research conduct on the arrangement that tourism edification as tourism advertising, training, tourism education, and awareness have relationship and effect in the attracting tourists from the employee's perspectives in the travel and tourism companies operating in Erbil city. Therefore, the research paper pursues to test the following hypothesis:

Hypothesis H₁: There is a positive relationship between tourism edification and attracting tourists from the employee's perspectives in the travel and tourism companies operating in Erbil city, at the level of ($0 \leq 0.05$)

H_{1.1}: There is a positive relationship between tourism advertising and attracting tourists.

H_{1.2}: There is a positive relationship between tourism training and attracting tourists.

H_{1.3}: There is a positive relationship between tourism education /awareness and attracting tourists.

Hypothesis H₂: There is a significant effect of the tourism edification in the attracting tourists from the employee's perspectives in the travel and tourism companies operating in Erbil city, at the level of ($0 \leq 0.05$)

H_{2.1}: There is a significant effect of tourism advertising in attracting tourists.

H_{2.2}: There is a significant effect of tourism training in attracting tourists.

H_{2.3}: There is a significant effect of tourism education /awareness in attracting tourists.

THEORETICAL FRAMEWORK

The in part, the research focuses on the theoretical framework in particular concepts of tourism, tourists, tourism companies, advertising, tourism training, tourism education, awareness, and attracting tourists. According to Victor and Jackie, (2001) tourism defined by the World Tourism Organization (WTO), which is still the most widely accepted in the world, has focused on the fact that tourism is the activities of individuals traveling and living in places outside their usual environment for less than a year for leisure, work, and for other purposes. Tourism also defined as the science, art, and process of attracting, transporting, living and accommodating tourists, besides satisfying their needs, desires or a combination of activities and industries that provide tourist services to individuals or groups of tourists who have left their original place for entertainment through tourism facilities and services; transport, accommodation, eating, drinking, and other tourist services (Ritchie and Goeldner, 2003).

According to Pritchard, (2001) tourist is a person who moves from his/her original place of residence to another specific destination such as a territory, a region, and a country for tourism and recreation and not for business purposes, hence a specified period not less than 24 hours and not more than one year. While, Pender and Sharpley, (2005) mentioned that tourist is an individual who travels outside his or her original or permanent residence for any reason other than material gain or study, whether in his/her country (national tourist) or within other states as a foreign tourist for more than 24 hours. As indicated by Belafir, (2014) tour company is intended for all tourist organizations that operate within certain geographical boundaries, the primary objective is to attract tourists to visit the geographical area, for tourism and enjoy the geographies that characterize in the field of tourism.

Tourism Edification

It is an activity, or an operation aimed at educating, improving individuals and groups in the community to achieve a popular tourism culture. Thus, individuals within and outside tourism organizations are trained in various ways of edification including tourism training for individuals, staffs, and advertising tourism awareness for all the tourist audience (Belafir, 2014). The process of tourism edification is the course of assisting individuals by tourism organizations and their aspects in obtaining the tourist information and experience necessary for them with the aim of using their tourism activities with high performance (OECD, 2009). Besides successful and effective tourism edification is what makes the information given easy to understand and use in daily life, change habits and behaviors towards active tourism (Richards, 2001).

The tourism edification programs are essential activities within the overall tourism marketing activities, which seek to find patterns of tourist behavior desired for the individual and society, especially the public tourist through educational programs by tourism organizations and bodies (Richards, 2005). So, this means that tourism edification is directed to change the behavior of the individual. The continuity and diversity of activities, programs, and methods is not a single procedure, but a process that includes a series of events and procedures carried out by tourist organizations, such activities, and procedures for tourism organizations. That comprises the public in private tourism, and tourism training for staffs in the tourism organizations, education and tourism awareness of tourism employees, tourists, and local communities.

Tourism Advertising

The advertisement includes reliance on various means of communication such as television and radio. The tourist product offers its features and characteristics. The tourism advertisement focuses on delivering a message to the tourist and persuading it. The advertisement may be aimed at attracting tourists to new areas or increasing tourist spending on tourist product (Walters et al., 2007). The definition of the advertisement was presented by the Definition Committee of the American Marketing Association (AMA): The non-personal means of presenting and promoting goods, services or ideas by a given entity and for a fee (Kotler, 1997: 637).

In the same regard, Duncan, (2002), defines advertising as the medium of communication used by organizations to reach mass audiences, one-way contract, paid by advertisers, and aims to deliver product-specific messages, whether a product, service, or idea to the target audience to influence his/her trends and behavior. Tourism advertising is one of the most important means of communication to the tourist to familiarize with the tourism programs provided by the company, whether in general, including the general framework of the company and all programs, or in particular detailed to accommodate all the data, detailed information and accurate program on its own (Wang, 2006).

According to Barzanji, (2009: 85), tourism advertising addresses the needs and desires of the tourists, the most important of which is the need to travel, and the desires of knowledge, research, exploration, and on this basis the tourism advertising is an essential means to stimulate tourism and develop it. While, Nelson, (2005) mentioned that tourism advertising is those non-personal efforts that affect the feelings, emotions, and perceptions of tourists and guide their tourism behavior towards contracting a specific tourism program or tourist services for a specific tourism organization. Accordingly, the advertising of holiday destinations, both online and offline, plays a significant role in peoples' holiday destination

decision-making process and has considered a central route in persuading consumers to visit a particular holiday destination. Thus, the advertisement itself is produced only if the goods or service provide good value service, when the tourist visits centers or recreational venues once after an advertising vision, but if he/she does not live up to his expectations, he/she will not return (Morgan, 1996: 14).

Although there are several ways of marketing a specific holiday destination, illustrations of holiday destinations where the main focus is on the natural features of the country are undeniably dominant. Over the last decades, tourism advertisements have become more visual, less textual, more user-centered and less informational. Visuals of places and sites are used to educate and persuade viewers and to market products, locations, and services to a wide variety of consumers (Hunter, 2008) while significant procedural advances improve tourism advertising conversion studies substantially (Woodside and Dubelaar, 2003).

Tourism Training

Training plays a crucial role in influencing the success of tourism companies and has become an essential activity in the management of human resources after employers realize that the training and retraining of staff to carry out future business tasks of a changing nature may determine the success or failure of organizations. On the other hand, training of staff, changes in the external environment have led to a rethinking of training programs in full because they are activities that benefit staff, organization, and society (Liu et al., 2012). Tourism training means providing hotel, hospitality operators or tourism organizations staffs with a precise, well-defined business knowledge in accordance with service standards, taking into consideration the behavioral aspects and trends of employees to create an appropriate and suitable environment for teaching efficient methods and competencies, developing their service to the guest and satisfying their desires, needs and tastes (Richards, 2001).

Therefore, the human element is the cornerstone in the successful construction of tourism effort, where tourism depends heavily on the provision of all tourism services. Thus, it must be selected all the workers in the tourism sector who are skilled public relations so that they can communicate with the tourists to gain their confidence. Besides support and satisfaction about the tourist service should also be sensitized and trained in the manner of dealing with tourists to know how to treat the tourist since arrival in the country until departure. Moreover, contribute the sound relations that tourism service providers built with the tourists from the outset in the prevention of the crisis or treated at the lowest possible losses (Woodside and Dubelaar, 2003).

Tourism training is significant for the results that can achieve and highlights the importance of these results to develop the knowledge of employees, skills, abilities and deepen their ideas, change their behavior and attitudes. Moreover, this works on the self-development of employees, raise the level of ambition, develop their motivation and improve their performance efficiency and be more capable of keeping up with the developments in their work besides bearing the additional burdens and responsibilities of their lapses. Moreover, training is essential in developing the effectiveness of the employees, as well as its positive effects to achieve the objectives of the organization and its returns in many aspects (Al-shkur, 2008: 156).

In this context, research conducted by Dale and Robinson, (2001) argued the importance of education and training to build cultural awareness in the tourism and hospitality industry, and pointing out that tourism establishments receive tourists from different nationalities expressing multiple cultures. The research emphasized the relationship between assimilation

of the customs and the behavior of tourists in terms of prolonging the period of stay or variety of tourist services to be dealt with or to repeat the visit because cultural compatibility in terms of dealing is an incentive for foreign tourists to visit the state. Training also aimed at building cultural awareness should focus on tourists in terms of nationalities, ethnicities, cultural identity, cultural taboos, and cultural clash.

Tourism Education and Awareness

The concept of tourism education/awareness is an indispensable necessity for the different members of society because it represents an effective means of achieving the desired benefits of tourism activities. Education and awareness contribute dynamically to the development of tourism in all its forms and achieving its positive purposes and reducing its adverse effects. The tourism issue and awareness that it is combined with the success of tourism activity, has worked on the attention of the responsible bodies appointed to develop the awareness of tourism are working in tourism activity, structures, institutions, official and non-official citizens, government and tourists (Al-Saud, 2010).

Tourism awareness is defined as the individual's awareness of the attractions of tourists, whether natural or human and his/her understanding of the characteristics of tourism activity, types of tourism, evaluation of its economic benefits. Then its appreciation for tourism development projects, respect for tourists and proper treatment, besides preservation of tourism wealth as well as its positive participation in tourism movement (Zaki, 2008). Tourism awareness is also known as the local community's sense of benefits and the value of tourism, which is reflected in the knowledge, deep understanding of tourism. Moreover, the keenness to maintain it and the conscious view of its present and future, which leads to the acquisition of the typical behaviors and customs in dealing with the tourist (Ayad, 2006: 16). Tourism awareness, in the research conduct by Wang and Krakover, (2008) revealed that the building of tourism awareness is a prerequisite for marketing any tourism area for attracting tourist groups when the view of the community of tourists is a positive outlook, benefits society as a whole and is not limited to individuals.

Consequently, the low level of tourism awareness among the public is one of the factors that hinder tourism from performing its essential role in the development and improvement of society. The importance of tourism information is increasing to educate and teach local people by providing the appropriate methods and means to raise the awareness of all members of society. Besides their understanding of the reality of tourism in their communities, also the role played by them as an export industry that is achieving a significant increase in the incomes of individuals in particular, and of national income in general. (Sahrawi, 2012: 96).

Education in the tourism sector shows the nature of tourism, the fundamentals of tourism work, the arts of the industry, the behavior of tourists, and the ethics of the profession in a way that ensures good interaction between different sectors within the tourism framework. From the first moment of meeting between the tourist and the host, a range of relations are developed through all the personnel working in the sectors that are directly and indirectly related to tourism and reach the tourism site. As a result, the number of tourist interaction relations are established (Richards, 2005). Therefore, the awareness of tourism in the local community shows the importance of tourism, positive benefits and to deal appropriately with tourists in the long term, a sense of value of tourism is a continuation of the exercise, choose patterns and methods of good dealing with the public and the conservation of resources (Ghamrawi, 2012).

Tourist Attraction

According to Sahrawi, (2012) tourist attraction, and tourism activism achieves through using all promotional activities and efficient methods that help to increase the preparation of actual and prospective tourists both inside and outside the country. Also, these efforts aim to motivate administrators of companies, institutions and tourism agencies to increase their efforts to attract the most significant number of tourists.

The task of attracting and retaining customers in the tourism sector is a difficult task faced by the tour company and its marketing apparatus as a result of the intensive competition between companies to provide the best to the customer and the existence of multiple options and alternatives in the market. Hence, the challenge facing the company is not satisfying the client (Goeldner et al., 2003). So, this is an objective that all tourism companies seek to achieve. The real challenge, however, is customer delight and win-win, companies that are actively seeking to attract tourists using various types of promotional mix from advertising, sales promotion, personal selling, and public relations (Richards, 2001).

Consequently, to attract and win the tourist, the tour company used the means of attracting accurate and focused on being admired. Besides convinced and directed to decide on its dealings with this company, and perhaps the most important and the most recent ever create value realized by the customer in the goods and services of the organizer (Mahmoudi et al., 2016).

In this context, attracting tourists is the use of all promotional activities and efficient methods that help to increase the preparation of actual and prospective tourists from inside and outside the country. Also, these efforts aim to motivate representatives of companies, institutions and tourist organizations to increase their efforts to attract the most significant number of tourists (Sahrawi, 2012). A new concept that begins to penetrate marketing language is to attract, acquire and retain profitable customers by analyzing their information and understanding their requirements through a long-term process that takes into account the synergy between the company's business and strategy, to consolidate strong relationships with profitable customers and non-profiters (Dawood, 2012: 23).

METHOD AND MATERIALS

The current research depends on quantitative method, while it is an appropriate method as it serves the research purpose examine the role of tourism edification in attracting tourists from employees' perspectives in the travel and tourism companies in Erbil city. A quantitative method is also, commonly used in the studies that deal with statistical data. Therefore, this research paper established relationship and effect research design as it describes and finds the relationships and effect among research variables.

Data Collection Method

As Table 1, reveals we have employed a survey questionnaire form to collect and measure data and information on the research variables. Although questionnaire scale relevance for the research design, and the potential benefits it can provide. However, the questionnaire consisted of three main sections, and each section includes statements or questions that could measure the research variables and hypotheses. The first consist of demographic information of the survey sample. The second included the independent variable which represents tourism edification. While the third section dedicated to the indicators of a tourist attraction as a dependent variable.

Table 1 The Questionnaire Structure.

Major Variables	Sub- Variables Components	No of Statements	Scale Symbol
First: Demographic Information	Gender, Age, Academic Degree, Scientific Title, and Experience	7	-
Second: Tourism Edification	Tourism Advertising	10	X1-X10
	Tourism Training	10	X11-X20
	Tourism Education, and Awareness	10	X21-X30
Third: Tourist Attraction	Twenty Indicators	20	Y1-Y20

The Population and Sampling

The research population involved 50 from 275 travel and tourism companies operating in Erbil city. The travel and tourism companies selected as the population of the research as their employees expected to recall on tourism edification systematically and tourist-attracting. Also, the travel and tourism companies are the precise, targeted population and sample size, so, 132 tourism employees contributed over responding to the survey questions, which self-administered and distributed in these companies, who willingly accepted the request to contribute to the research, as revealed in Table 2.

Table 2 Population and Sample

Population	Sample
Travel And Tourism Companies	Surveyed Companies
275	50
Total Sample	132

The Reliability

As showed in Table 3, the Cronbach's alpha used to examine the survey reliability. The Cronbach's alpha is one of commonly used as a reliability procedure in the studies, particularly those check for scale's reliability. Consequently, values for all questionnaire statements is (0.843>0.60), that showed a high level of scale reliability in the overall items of the questionnaire. Besides, its total values for tourism edification as an independent variable is (0.887>0.60). While, the values for tourism advertising, tourism training, tourism education, awareness are (0.793, 0.762, and 0.847>0.60) respectively. Additionally, tourist attraction value is (0.843>0.60); hence, the questionnaire scale which is used to data collection could consider as a highly reliable.

Table 3 Reliability Test

Variables	Cronbach's Alpha	No. of Items	N	%
Tourism Edification	0.887	30	132	100.0
Tourism Advertising	0.793	10	132	100.0
Tourism Training	0.762	10	132	100.0
Tourism Education, Awareness	0.847	10	132	100.0
Tourist Attraction	0.807	20	132	100.0
Overall	0.843	50	132	100.0

ANALYSIS AND FINDINGS

The purpose of this section is to use statistical tests for examining research hypotheses. First, the demographic information revealed that includes frequency distributions. Then descriptive analysis used to quantitatively describe the significant elements of the research variables through using statistical means, standard deviations, t-tests, and rate of agreement.

The correlation test also established to find the relationship between tourism edification and tourist attraction. The correlation test, therefore, describes only the degree of relationship between variables and does not lets the researchers make main interpretations in regard the relationships. Nevertheless, multiple linear regression used to test the hypothesis and to define the effect of tourism edification in attracting tourists, besides, autocorrelation test, and Heteroscedasticity test runs, and the results presented by using Tables and Figures.

Demographic information

The demographic information of the survey sample collected from employees in travel and tourism companies operating in Erbil city to deliver a consistent demonstration of the sample in this research, as revealed in a Figures below. The male employees who participated in the survey constituted 66.67% or 88 individuals of survey sample compared to 33.33% or 44 female employees at the travel and tourism companies in Erbil city. Figure 3, below reveals the frequencies of contributor's ages, 35.6% or 47 individuals aged between 31-40 years, while 32.6% or 43 employees aged from 21 to 30 years; besides 25.8% or 34 participators aged between 41-50 years; nonetheless, 6.1% or 8 individuals of the total survey sample aged 51 and above.

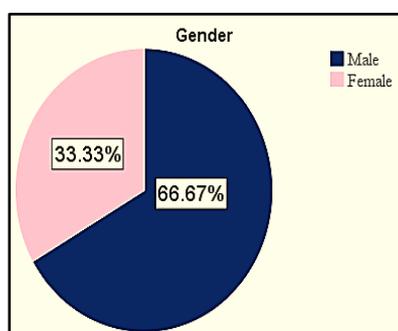


Figure 2 Participants Gender

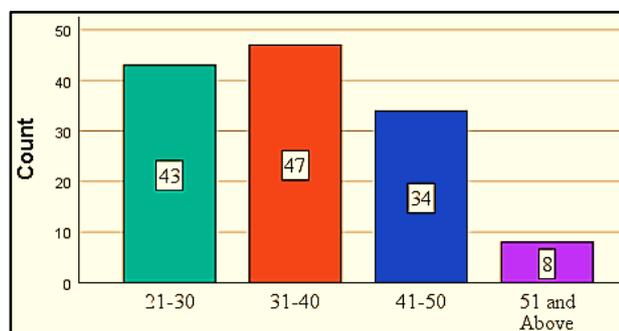


Figure 3 Participants Age Groups

As given in Figure 4, the percentages and frequencies of participants involving to their education qualifications, it was finding that of the complete survey whom contributed: 65.15 %, or 86 employees working in travel and tourism companies in Erbil city are bachelor degree owners; while 33.33% or 44 respondents were diploma holders, further, 1.52% or 2 8 participants of the total survey sample obtained master’s degree.

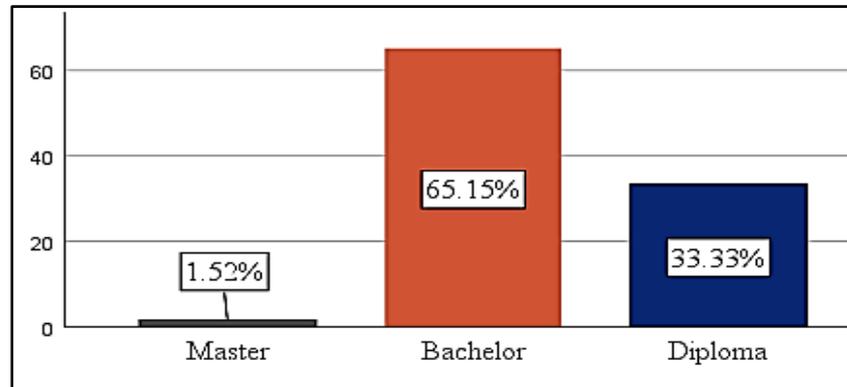


Figure 4 Participants Education Qualifications

Regarding the employees’ overall job experience, it obtained that of the total respondents; 60.61% or 80 participants experienced between 1-10 years. Then 25.76% or 34 employees in travel and tourism companies experienced 11-20 years, besides 12.88% experienced between 21 to 30. Also, one employee of the total survey sample experienced 31 years, as revealed in Figure 5. In the context of the respondents' current job experience, Figure 6, showed that of the total participants: 68.18% or 90 employees serviced between 1-5 years. The lowest 3.03% or 4 employees their working service start from 16 to 20 years then 21 and above respectively. So, 25.76% or 34 individuals serviced between 6 to 10 years.

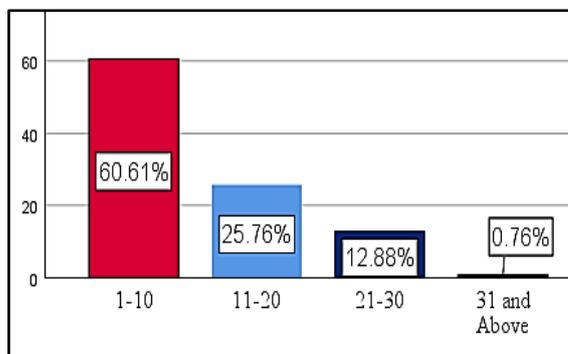


Figure 5 Participants Overall Job Experience

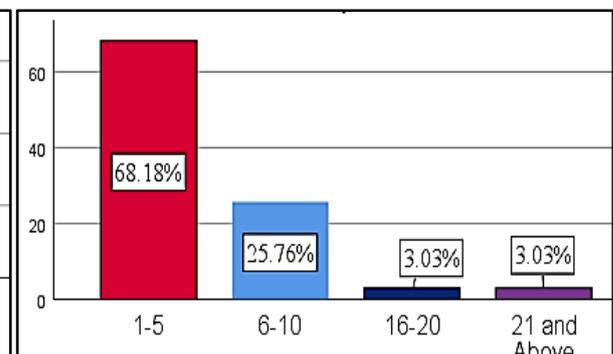


Figure 6 Participants Current Job Experience

As revealed in Figure 7, the employees’ number of tourism training courses which participated in Iraq, that of the total respondents: 78.03% or 103 employees participated in 1 to 5 tourism training courses inside Iraq. While 14.39% or 19 employees participated in 6 to 10 tourism training courses; however, 4.55% or 6 participate in 11 and more courses related to tourism. Also, 3.03% of the total respondent did not participate in any course related to tourism.

Figure 8 revealed the number of tourism training courses that employees contributed abroad, that of the total survey sample: 60.61% or 80 tourism staffs participated in 1 to 5 tourism courses abroad. While 3.79% or 5 individuals participated between 6 to 10 training courses

related to tourism, also, 35.61% or 19 employees did not participate in any tourism training course abroad.

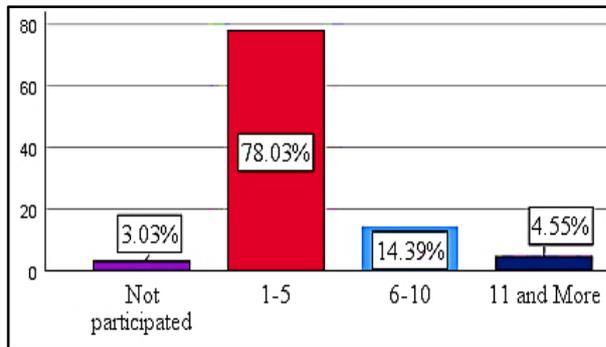


Figure 7 Number of tourism training courses participated in Iraq

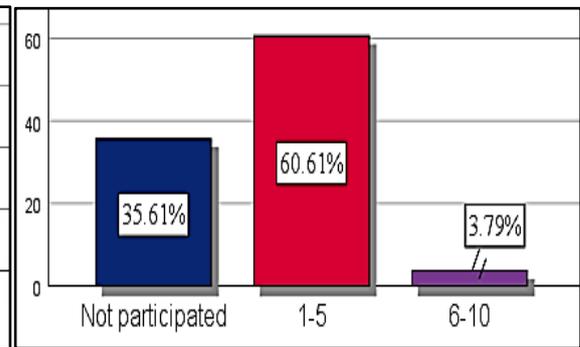


Figure 8 Number of tourism training courses participated abroad

Descriptive Statistics

In this section we are testing the main research variables and sub-dimensions; so, these based on contributors' responses to rate the significance of the tourism edification and its elements namely; tourism edification, tourism advertising, tourism training, tourism education, awareness also tourist attraction on five-point Likert Scale. However, descriptive statistics used to quantitatively designate the crucial elements of the variables by using statistical means, standard deviations, t-test, and weight of agreement.

Variables Descriptive Statistics

The results of descriptive statistics; mean, and standard deviation values for the independent variable tourism edification are (4.271, and 0.3732) respectively. While the weight of agreement is 84.4% of the whole answers stated that tourism edification as an independent research variable significant in attracting tourists; which supported by t (131.468), and ($p < 0.000 < 0.05$), as revealed in Table 4, below.

Table Descriptive Statistics and T-tests

Variables	Descriptive Statistics		T-test			
	Mean	Std. Deviation	The rate of Agreement	t	df	Sig. (2-tailed)
Tourism Edification	4.271	0.3732	85.42%	131.468	131	0.000
Tourism Advertising	4.185	0.4377	83.7%	109.855	131	0.000
Tourism Training	4.215	0.4197	84.3%	115.406	131	0.000
Tourism Education, Awareness	4.411	0.4736	88.22%	106.998	131	0.000
Attracting Tourists	4.184	0.3705	83.68%	129.733	131	0.000
Descriptive Statistics						

Variables	Questions	Mean	Std. Deviation	Rate of Agreement
Higher Values				
Tourism Advertising	X7	4.68	0.609	93.6%
	X6	4.58	0.667	91.6%
	X11	4.68	0.609	93.6%
Tourism Training	X20	4.59	0.605	91.8%
	X22	4.71	0.586	94.2%
	X25	4.68	0.597	93.6%
Tourism Education, Awareness	Y13	4.62	0.636	92.4%
	Y19	4.57	0.582	91.4%

*Mean*100*

*Rate of agreement = _____

5 (Five-point Likert Scale)

The mean values of the tourism advertising, tourism training, tourism education, awareness is (4.185, 4.215, and 4.411) respectively, and the values of standard deviations are (0.4377, 0.4197, and 0.4736) respectively. However, weights of agreements are (83.7%, 84.3%, and 88.22%) respectively of the overall answers, so this result indicated that tourism advertising, tourism training, tourism education, awareness essential for attracting tourists. That supported by t (109.855, 115.406, and 106.998) respectively at the p-values (0.000, 0.000, and 0.000) respectively, which all less than (0.05), consequently, all the dimensions of tourism edification significant (p-value<0.05).

Nevertheless, the results indicate that (X₇ and X₆) riches the tourism advertising regard to the advertisements issued by the company which is a vital source of information on local tourism and encourage tourists to purchase tourist services.” Moreover, it confirms that the advertisements for the company are attractive and exciting.” Also, (X₁₁ and X₂₀) riches the tourism training regard the training provides a clear and real picture on the tourism company actual work.” Besides, most of the training programs that employees attended were focused on how the tourist service performed to attract them using IT and the Internet.” Additionally, the result indicates that (X₂₂ and X₂₅) riches the tourism education and awareness “The company organizes meetings and seminars for employees to teach and strengthen positive behavior towards tourists.” Moreover, “The education and awareness of tourists contribute to the spread of tourism culture, improve understanding, broaden the horizons of thinking and create a spirit of tolerance for others.”

As seen in Table 4, the mean and standard deviation values for tourist attraction are (4.184, and 0.3705) respectively. Though, 83.68% of the total replies agreed on the influence tourism edification on tourist attraction. While, the t-test (129.733), p-value (0.000), is less than

(0.05). The same table shows the highest frequencies of tourist attraction are (Y_{13} , and Y_{19}) “The company seeks to attract new tourists through its educational programs and awareness of tourists.” Furthermore, the company implements training programs for employees to attract potential tourists. So, the results explained that all tourism edification elements would influence on the tourists' attraction, nevertheless, tourism education, awareness, and tourism training, respectively the essential feature motivating to the influence on tourist attraction.

Correlation Test

As shown in Table 5, the correlation test explains that there is a significant relationship between tourism edification and attracting tourists, where R (0.620**) thus, the correlation is significant at the 0.01 level (2-tailed) and the p-value (0.000), which is less than (0.05).

Table 5 Correlation of Tourism Edification and Tourists Attraction

		Tourism Edification	Attracting Tourists
Tourism Edification	Correlation Coefficient	1.000	0.620**
	Sig. (2-tailed)	.	.000
Attracting Tourists	Correlation Coefficient	0.620**	1.000
	Sig. (2-tailed)	.000	.
		Attracting Tourists	
Tourism Advertising	Correlation Coefficient	0.485**	
	Sig. (2-tailed)	0.000	
Tourism Training	Correlation Coefficient	0.520**	
	Sig. (2-tailed)	0.000	
Tourism Education, and Awareness	Correlation Coefficient	0.528**	
	Sig. (2-tailed)	0.000	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

c. Listwise N = 132

Table 5, also revealed the outcomes of correlation test explain that the elements of tourism edification, namely; tourism advertising, tourism training, tourism education, and awareness all have a positive relationship with tourists attraction, through R (0.485, 0.520, and 0.528>p0.000) respectively. Likewise, the result proves that tourism education, awareness, and tourism training achieved the highest positive relationship with attracting tourists. While tourism advertising has the weakest relationship with attracting tourists compared to the other two elements, therefore, the hypotheses (H_1 , $H_{1.1}$, $H_{1.2}$, and $H_{1.3}$) accepted.

Regression Analysis

The multiple linear regression analysis used to find the effect of tourism edification and its elements in attracting tourists. Whereas R square is 0.576 presenting the effect and relationship among the experimental and predicted values of the dependent variable nevertheless, this shows that tourism advertising, tourism training, tourism education, and awareness accounts for 57.6% of the attracting tourists from employees perspectives in travel and tourism companies in Erbil city. The F-test results of variance, the sum of squares, the degree of freedom (df), mean square, regression, and residual principles attained from the regression analysis. The mean square which is the sum of squares divided through the degrees of freedom was (8.567). Besides, the F static which is regression means square divided through the residual mean calculated was (118.240), and DF is (1,131). Thus, the

model is significant, where ($P0.000 < 0.05$), then the hypotheses (H_2) accepted as shown in Table 6.

Table 6 Regression Analysis (Model Summary)

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate		
1	0.620	.576	.542	.26918		
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.567	1	8.567	118.240	.000 ^b
	Residual	9.419	130	.072		
	Total	17.987	131			

a. Dependent Variable: Attracting Tourists

b. Predictors: (Constant), Tourism Edification

Table 7 showed the outcomes of regression coefficients, explains that statistically there are significant effects of tourism edification and its dimensions as a tourism advertising, tourism training, tourism education, and awareness in attracting tourists. As revealed by the amounts of (0.620, 0.540, 0.550, and 0.646) respectively, so the high effect of tourism education, awareness, and tourism training.

Table 7 Regression Coefficients

Model	Standardized Coefficients Beta	T-test	P-value	Collinearity Statistics	
				Tolerance	VIF
(Constant)	-	4.656	.000		
Tourism Edification	0.620	10.807	.000	1.000	1.000
Tourism Advertising	0.540	7.307	.000	1.000	1.000
Tourism Training	0.550	7.507	.000	1.000	1.000
Tourism Education, and Awareness	0.646	9.638	.000	1.000	1.000

Predictors: (Constant), Attracting Tourists

As Table 8, showed the Breusch-Godfrey Serial Correlation LM established to detect if there is autocorrelation between independent variables namely; tourism advertising, tourism training, tourism education, and awareness, so, the outcomes revealed that all p-values higher than alpha (0.05); hence there is no autocorrelation. Therefore, the null hypothesis not rejected.

Table 8 Autocorrelation Test

Breusch-Godfrey Serial Correlation LM Test:				
F-statistic	1.111823	Prob. F(2,125)		0.3322
Obs*R-squared	2.307128	Prob. Chi-Square(2)		0.3155
Test Equation:				
Dependent Variable: Tourists Attracting				
Method: Least Squares				
Date: 03/01/19 Time: 00:54				
Sample: 1 132				
Included observations: 132				
Presample missing value lagged residuals set to zero.				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
Tourism Edification	0.422713	2.804227	0.150741	0.8804
Tourism Advertising	0.435068	2.822297	0.154154	0.8777

Tourism Education, and Awareness	-1.277003	8.436197	-0.151372	0.8799
Tourism Training	0.424245	2.812222	0.150858	0.8803
C	-0.020130	0.267770	-0.075175	0.9402
RESID(-1)	0.134734	0.090355	1.491160	0.1384
RESID(-2)	-0.016893	0.090823	-0.186001	0.8527
R-squared	0.576620	Mean dependent var		-4.17E-16
Adjusted R-squared	0.5428291	S.D. dependent var		0.259403

Dependent Variable: Tourists Attracting

Sample Size= 132

While, Heteroscedasticity test, displays that also p-values higher than (0.05), it means that there is no Heteroscedasticity problem for the model, as revealed in Table 9.

Table 9 Heteroscedasticity Test

Heteroskedasticity Test: Breusch-Pagan-Godfrey				
F-statistic	1.953508	Prob. F(4,127)		0.1056
Obs*R-squared	7.650927	Prob. Chi-Square(4)		0.1052
Scaled explained SS	8.827571	Prob. Chi-Square(4)		0.0656
Test Equation:				
Dependent Variable: RESID^2				
Method: Least Squares				
Date: 03/01/19 Time: 01:00				
Sample: 1 132				
Included observations: 132				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.025007	0.105006	0.238146	0.8122
Tourism Edification	-0.283356	1.105715	-0.256265	0.7982
Tourism Advertising	-0.382895	1.112569	-0.344154	0.7313
Tourism Education, and Awareness	1.030780	3.326246	0.309893	0.7572
Tourism Training	-0.357701	1.108877	-0.322580	0.7475
R-squared	0.576620	Mean dependent var		0.066780
Adjusted R-squared	0.5428291	S.D. dependent var		0.105839

Conclusions

The primary purpose of this research paper was to analyze the role of tourism edification in attracting tourists; from the employee's perspectives in the travel and tourism companies operating in Erbil city. So, to obtain this purpose, the researchers examined the relationship between tourism edification and attracting tourists by testing observations from selected employees within travel and tourism companies. Nevertheless, the research also focused on the effect of tourism edification in attracting tourists on this relationship.

The descriptive analysis results explained that all tourism edification elements would influence on a tourist attraction; nonetheless, tourism education, awareness, and tourism training, respectively the essential feature motivating to the influence on tourist attraction. The correlation analysis results presented that there is a significant positive relationship between tourism edification and attracting tourists. However, tourism education, awareness, and tourism training achieved the highest positive correlation with attracting tourists. Furthermore, the results of regression analysis establish that statistically, the tourism edification effect in attracting tourists so the high effect of the tourism education, awareness, and tourism training, however, the lower one was tourism advertising.

Recommendations

For the travel and tourism companies operating in Erbil to attracting tourists, growth, and business stability, they would adopt the tourism edification and its elements as the tourism advertising, tourism training, tourism education, and awareness which will confirm the succeeding of the attracting tourists. The travel and tourism companies operating in Erbil should increase and adopt the tourism edification by developing tourism educational programs to raise awareness of the importance of tourist services and maintenance, provides a clear and real picture of the reality of the actual work in the tourism company.

The necessity to promotes tourism awareness among the local community in their awareness of the local tourist attractions. Besides hold training courses related to tourism and attracting tourists to the to the members' staff in the tourism companies. The necessity of informs tourists about the customs and traditions of the region before the visit to the tourist places. Consequently, education and awareness of tourists contribute to the spread of tourism culture, improve understanding, broaden the horizons of thinking and create a spirit of tolerance for others. This research also contributes to the tourism edification and tourist attraction literature through providing a theoretical context, likewise provide implications for the academy literature through proclaiming prospective tourism culture, teaching, and awareness which are possibly beneficial to tourist attraction. The results of this research syndicate the current form of research literature which has detected to find the statistically significant relationship between tourism edification and attracting tourists.

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