

# TOURIST INFORMATION AND ITS IMPACT ON THE DEVELOPMENT OF TOURIST GUIDES SURVEY STUDY IN THE IRAQI TOURISM AUTHORITY

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**ABSTRACT:** *The researcher aims at evaluating the impact of tourism media through its various means in developing the capabilities of the tourist guide in the Iraqi Tourism Authority. The research started with a problem expressed by a number of intellectual and applied questions. The aim of this study is to clarify the theoretical philosophy and the intellectual implications of these variables, because important topics that affect the sectors in general and the tourism sector in particular, the research community were specified the administrative leaders working in the Tourism Authority at the level of a department official up to the rank of general manager, where they were selected within the sample studied. The importance of the study is that it aims to establish the theoretical philosophy of the nature of studied variables, based on the scarcity of studies that linked the tourist media and the capabilities of the tourist guide and the impact of the tourism media on the development of these capabilities. To achieve this, several main and secondary hypotheses were formulated and discussed. and were tested with several Non-Parametric Statistics tools and questionnaires were used as a tool for gathering data and information from the research community. In order to achieve the objective of the research and to answer its questions and test the validity of its hypotheses, the research adopted the questionnaires, which is the main tool for collecting data and information, in addition to other methods such as interviews of managers and people, the researcher also found a number of theoretical and practical conclusions that identified the reality in the application environment. The most important of these is that the tour guide has a great role in achieving the objectives of the tourism organization through the strict application of the program of the trip on the one hand and the satisfaction of the tourist on the other hand.*

**Keywords:** Tourist media, Tourist Guide

## 1. INTRODUCTION

Based on the importance of tourist information and the capabilities of the tour guide and its impact on tourism and hotel organizations. In addition to the previous research efforts to increase the intellectual enrichment of these subjects, the research emphasized the necessity of activating the role of tourism media in developing the capabilities of the tour guide. In keeping these vital topics without confirmation of the current linkage in this research and its contribution to the accumulation of knowledge, the opportunity for tourism organizations and hotels to benefit from them will be missed.

As a result, the aim of the research was to improve the level of tourism media and to focus on the tasks of the tour guide and his abilities. To achieve the objectives of the research and to contain its specific questions, a number of hypotheses were put in place to find effective solutions to its problem, The questionnaire was adopted as the main tool for collecting data related to the application aspect, which took place in the Iraqi Tourism Authority. Based on the above, the research included three topics. The first section deals with the theoretical framework for tourism media. While the second topic dealt with the intellectual underpinnings of the tourist guide, while the third section included inspection and testing of measuring search tool .beside a set of conclusions and recommendations reached by the researcher.

## 2.Methodological Framework for Research

### 2.1 Research problem

The problem of research stems from the lack of knowledge of the impact of tourism media in the work of the tour guide and his functions and role in the development of the capabilities that he must have.

### 2.2 Importance of Research

The importance of the study is highlighted by the importance of the impact of tourism media in its various means, with its characteristics and its role in developing

the capabilities of the tour guide in tourist organizations and how to develop them so that he can perform his work in the required manner that achieves the objectives of the tourism organization with which he works and achieve the satisfaction of tourists.

### 2.3 Research Objectives

- Explain the impact of tourism media in tourist activity.
- Highlight the functions of tourism media.
- Focus on the functions of the tour guide and his characteristics and duties
- Determine the most important capabilities that should be possessed by the tour

### 2.4 Hypotheses of research

The first hypothesis: (There is a correlation of statistical significance between the tourist media and the development of the capabilities of the tourist guide) and derived from the following sub-assumptions:

- There is a significant correlation between the news and the development of tourist guides.
- There is a significant correlation between the interpretation and the development of tourist guides
- There is a significant correlation with statistical significance between education and development of tourist guides
- There is a significant correlation with statistical significance between Persuasion and development of the capabilities of the tourist guide.
- There is a significant correlation between the declaration and the development of tourist guides.

The second main hypothesis (there is a significant effect of statistical significance of the variable of tourism media in the development of the capacity of the tourist guide) and the following sub-assumptions emerged:

- There is a significant impact of news on the development of the capacity of the tour guide.

- There is a significant effect of statistical significance for interpretation in the development of the capabilities of the tour guide.
- There is a significant impact of statistical significance for education in the development of the capabilities of the tourist guide.
- There is a significant effect of the statistical significance of persuasion in the development of the capabilities of the tour guide.
- There is a significant impact of the statistical significance of the promotion in the development of the capabilities of the tourist guide.

### 2.5 Research community

The administrative leaders working in the Tourism Authority included the level of a division official up to the rank of general manager, which is 30 managers and officials.

### 2.6 Research Methodology

The analytical descriptive approach has been followed for achieving data and information on the opinions and attitudes of the people whether it is written or verbal. It is also an appropriate method for studies that aspire to reach the relationship between the variables and the effects of that relationship. In addition to the adoption of the experimental method, because it provides evidence that takes into account the cause and effect, especially the existence of hypotheses will be verified in the field and this is an experimental approach in itself.

### 3. The theoretical framework of tourist media

Tourism media establishes the foundations of tourism knowledge through its published data and information related to tourism activity in various tourist media to identify the tourist attractions and the number of services and facilities provided to the tourist public in the tourist places. In light of this, we aim through the research to identify the following:

#### 3.1 The concept of tourism media

The tourism media is a collection of activities by media organizations to create a tourist knowledge base for the public to influence its trends and ideas and to influence its behavior towards tourism in order to attract as many tourists as possible from inside and outside the country through various media inside and outside the country [1]. Al-Bakri defined it as objective and impersonal efforts exerted by the official and non-official authorities to improve the tourism image, which calls for the preparation and transmission of a message or group of letters in order to provide a good image of the product or tourism service. [2], so tourist media aims to provide the tourist public with all the facts and information about the different types of tourism. Tourist destinations and patterns, as well as the existing tourist attractions as well as tourism problems, which leads to access to the greatest possible degree of knowledge and awareness of tourists with the message of tourist media of the tourist country, which contributes to the formation of a positive public opinion towards this destination [3].

Based on the above, it is possible to define tourism information as a continuous and planned activity that aims at creating a tourist knowledge base in the tourism community by providing accurate and precise and detailed information concerning tourism issues and problems in general and tourism attractions in particular and work to develop these elements using various technical methods,

taking advantage of the technical and technological development of the various tourist media in order to improve the mental image of tourism and develop tourism awareness and influence in the directions of the tourist public and its behavior and convince him to enjoy the tourist services.

#### 3.2 The Importance of Tourist Media

The importance of tourism media lies in its ability to provide people with the information they need to know, which helps to make decisions and to determine attitudes before tourism trips. It satisfies the needs and service of the public and provides a platform for discussion, dissemination of ideas and innovations, and exchange of expertise and specialized expertise in tourism, science and related fields, and affect the decision-makers in the tourism field and contribute in enhancing the innovations. [4], and to cooperate with the persons specialized in the field of tourism and develop them to serve the society and solve problems that require confrontation in a scientific manner with the cooperation of community members with specialists through the tourism media [5]. It is also important to disseminate in-depth and specialized culture in tourism, taking advantage of the technical capabilities of the media and other advanced communication technologies [6], the importance of tourism media in influencing the behavior of people regarding the decision-making to participate in tourism programs, deeply influencing the formation of tourism awareness, and adhering to the awareness of creating a climate conducive to tourism [7].

The importance of tourism media is to consolidate the values and principles and support the unity of society and the ability to absorb the global culture and possess the necessary skills to interact with them in order to reduce the negative effects of the tourism industry. The practice of tourism media has an important contribution to the development of the economics of tourism work through disclosure of investment opportunities This area and the spirit of competition between tourist areas and investors to develop their tourism products, in addition to the importance of tourism media in the economic aspects as doubling its importance in the presence of a latent demand for tourism can be diverted through the efforts of the media and the use of the marketing connection to an active request [8].

The importance of tourism media is highlighted by the ability of the large tourist media to influence public opinion and the importance of media in the lives of peoples and nations, as it is an essential element that forms the mainframe of society and its social structure [9].

Based on the foregoing, it can be noted that the importance of tourism information lies in the fact that it works to improve the mental image of tourism by activating the positive effects of tourism and highlighting the tourist sites and the advantages enjoyed by these sites to show them in the most beautiful picture and thus contribute to influencing the behavior of people to make decisions and to determine the positions before the tourism trips, and on the other hand tourist media works to help solve the problems experienced by the tourism sector, with the cooperation of individuals and specialists in this field represented in the negative effects of tourism socially and culturally to end or reduce them, in addition, it is a way to learn about the civilizations of people, to identify their cultures and interact with them and to achieve social profit.

### 3.3 Tourism Information Jobs

In general, the media has a number of functions, as mentioned, and to monitor the functions of tourism media that meet the important needs of tourists as a result of its participation in the tourism media process as one of its most important elements.

#### 3.3.1 News

The news function is an indispensable base that qualifies the mass media to perform its other functions from information that allows circulation and ensures its spread in the community, and focuses on its data to exercise influence and persuasion [10], whether it be local, regional or international, and in all aspects, whether economic, political, social or artistic, to follow what is going on around one's society and the world, and aims to connect the person with the outside world, and provide it with the latest news [11], The news post is described as a central job that allows communication within the media community through which, in concert with many other institutions through the dissemination of information [12].

#### 3.3.2 Interpretation

Interpretation is related to the human ability to think, analyze, devise, extrapolate, understand, be aware of, simulate and arrive at a correct assessment of things, which are motivated to develop existing information structures and fill their gaps. This leads not only to improve the quality of information we possess but to improve the quality of life by maximizing opportunities for utilization of this information at a convenient time and place [13]. Therefore, the media interpret the events and place them in the general context and predict their results. The chosen interpretation may affect the results used by the media to clarify an important point or diagnose or describe the actor of the formation of opinions and its developments [14].

Interpretation as a function of tourism information means providing the internal and external tourism audience with the background and details of the current events, issues, and tourist problems, explaining the tourism development schedules, and providing this information in a simplified and easy language, in a way that awakens the public and attracts its attention. Therefore, tourism media depends on its interpretation of events and problems on the opinion supported by proof and facts and avoids the rhetoric words.

#### 3.3.3 Education

The educational value of the media and its impact on the mental development of the individual is very important because of its value and increasing educational capacity and thus helps the media to circulate cultural heritage from generation to generation, which helps the events of communication knowledge and exchange of experiences between generations, Knowledge, and acquisition of abilities in all stages of life by creating the complementary educational medium of the school and the preparation of educational programs. The media works to disseminate the human knowledge, and helps to enhance human skills and increase its capabilities through the stages of its growth and enable it to face the emerging problems and triumph them [15]. The media educates, instructs and guides people to follow the prevailing social norms in society so that they can be in harmony with others and naturally integrate with public life [16].

#### 3.3.4 Persuasion

At present, persuasion is mainly referring to the use of mass media to deliberately plot messages to develop certain forms of audiences, viewers or readers [17] by providing different attractions to attract the attention of the individual and to raise the interest to continue being exposed to all the message and stirring the intrigue so that the message stirs the needs of the tourist and its motives, which include cultural, historical and educational motives and religious motives and motives of rest and recreation and recreation and racial and health motives and economic motives, and finally include creating the desire to travel [18]. Tourist persuasion is a deliberate, studied and continuous media effort to influence others and to modify their beliefs, values and tendencies through the use of the media to encourage the public to a positive and effective attitude towards tourism and to improve the tourism mental image of the public of all sectors, and to reinforce the belief in its cultural, social and economic importance, and to confirm the benefits of the tourism prosperity. On the other hand, the achievement of persuasion is one of the most important media functions for its role in deepening the concept of tourism awareness.

#### 3.3.5 Promotion

The fact that the promotion is no longer just a means to increase the volume of commodity consumption in the foreseeable future and the achievement of immediate economic objectives, but according to modern market research prepared by competent institutions is an important element within the framework of plans and strategies focused mainly on creating a comprehensive life model and an integrated ethical system, and the transformation of the world into a cosmopolitan village dominated by advertising and consumption values which grew worldwide, which a trend promoted by the media to market products on a global scale. International brands, International products, and international lifestyle are produced and marketed as the best method.

### 4. The intellectual frameworks of the tour guide

#### 4.1 The concept of a tourist guide

The tourist guide is of various types whether it is an international guide or local or national is the center of the tourism process and its effective element because of its role in the success of this process, and [19] opinion is that the tour guide is the person who conducts the work of guiding tourists to various places of tourism and archaeological and provide them with information [19]. After the development that took place in the tourism industry and after it became a collection of activities represented in travel and residence in the country of destination and to identify the most prominent features and the places of attraction and the establishment of relations with people In the country of destination, led to the emergence of the need the concept of the tour guide very clearly in that period in order to make it easier for tourists to travel and entertainment process and meet all they need during the trip [20]. He is defined as the person who is assigned to lead, guide, sponsor and organize a group of tourists accompanying him in a way to reach them to achieve a goal or a set of goals (personal and public) for the participating tourist, the organizing agency, the executing agency, or the service provider, or to an area or the destination country as a whole, [21]. Therefore, the concept of the tourist guide has developed as most human traits and human activities have developed through the

various stages of the historical development of the human from the beginning and settling in the caves to the cities and the large and civilized human settlements [22]. He is known as the person who leads a group or groups of individuals on a journey outside their original places of residence or inside them to visit recreational places, museums and memorials of the city or region and presents his explanations in an interesting and enjoyable manner in the language of selected by the tourist [23].

#### 4.2 The importance of the tourist guide

The role of the tour guide is of great importance in the success of the tourist trip and to give it a tourist, cultural and social character based on knowledge and facts that enrich the tourist's memory and his public culture, thus creating a complete picture that combines live scenes and documented information [24]:

##### 4.2.1 Cultural importance

Summarized according to the following [25]:

- To introduce tourists to the cultural heritage of the state
- Highlighting the historical and cultural importance and linking the events to each other in order to achieve the encounter between civilizations
- Correct the negative mental image of the host country in the mind of the tourist
- Promote opportunities for acceptance of cultural differences among other peoples

##### 4.2.2 Social importance

Summarize according to the following [26]:

- The tourists are enlightened by the nature of the social traditions of the local people in the tourist destination
- Explain the social values of the local population to tourists to remove the prejudices that tourists may usually carry in their minds about those values
- To take precautions to prevent the social collision of the behavior of tourists during their visit to the tourist destination
- Try to engage tourists in some social aspects in a way that enhances their interaction with the local environment
- Demonstrating the craftsmanship that the community is keen to perform as part of its traditions

##### 4.2.3 Economic importance

Summarize according to the following [27]:

- Protect the tourist from the exploitation that may be carried out by the owners of shops and shops in the tourist destination
- Enhancing commercial traffic in tourist sites by taking tourists to the city's commercial centers and markets
- Increase the demand for stores that meet the desires and needs of the tourist
- Stimulate traditional craft trade by encouraging tourists to acquire it

#### 4.3 Abilities of the tour guide

##### ● Mental ability

The mental abilities are one of the necessary capacities for the work of the tourist guide. The tour guide must judge his mind in his actions with tourists and be rational in dealing with them. His style should be rational, non-emotional and reckless, especially in the face of certain problems [28]:

##### ● Physical abilities (kinetic)

These abilities include all the physical preparations of the individual, such as height, physiological preparations and

the person's ability to cope with trouble, activity and vitality, as well as physical and nervous strength, the work of the tour guide in guiding tour groups is a very tiresome and difficult work that requires effort and the systematic use of physical power [29].

##### ● Language abilities

The language ability of a tour guide is to understand words, phrases, verbal veracity, to be able to understand and express others' ideas in a verbal way. The tour guide must be able to use fluent words [30].

##### ● Psychological abilities

And the ability of the excellent tourist guide to confront the positive pressures and resolve them and prevent future difficulties, which reflect the extent of the individual's belief in his own effectiveness and the ability to optimize the use of all personal, environmental and psychological resources available to recognize and explain and face effectively the events of life stress and fulfill the achievement and excellence [31].

##### ● Social abilities

Is the ability of the tour guide to deal with others in a specific social framework and in certain ways socially acceptable or of social value while at the same time beneficial to the person or to others or mutually beneficial [32]

##### ● Communication abilities

Communication abilities are one of the most important capabilities that must be enjoyed by the tourist guide. It is the ability that the tourist guide must acquire and apply in order to be able to accomplish the task efficiently and efficiently. Communication ability is defined as the set of behaviors, features, and skills that relate to communication with others and provides an opportunity for the individual to interact efficiently and influence others [33].

#### 5. Tests and analysis of results

The aim of this study is to analyze and test the measurement tool of research, which is the first step to conduct any applied study as it represents the vital detail of the accuracy and validity of the results obtained, as well as the extraction of interrelationship between the relevant variables such as (tourism media) and the abilities of the tourist guide in the research and measurement of the influence relationships of the independent variable and its sub-factors in the adopted variable.

##### 5.1 The truth of the research tool

This side includes two important axes: apparent honesty, construction honesty, as follows:

##### 5.1.1 The apparent honesty of the measuring instrument

The researcher presented the research tool in its preliminary image to a number of arbitrators specialized in the field of tourism, administration, and statistics in order to ascertain the veracity of the virtual instrument of measurement. The researcher also prepared a special questionnaire to survey the opinions of the arbitrators on the clarity of each statement in terms of intellectual content and wording and correct what should be corrected Phrases with the addition or deletion of what the arbitrator sees of expressions in any axis. Where the percentage of agreement of experts on the veracity of the paragraphs of the questionnaire (92.31%) and is a large proportion of the veracity of the paragraphs of the questionnaire to represent the phenomenon studied best representation.

##### 5.1.2 The honesty of the exploratory construct of the instrument of measurement

Honesty depends on the method of Parametric Statistics exploratory analysis by summarizing and reducing the multiple variables in a number of fewer variables and called Factors, we will adopt the exploratory Parametric Statistics analysis to test the independent variable (tourist media) scale of the multiple variable (the capabilities of the tour guide) to determine the dimensions covered by the scale as well as identify the paragraphs that do not correlate with the structure of the scale that should be removed from the scale.

To verify the adequacy of the sample and the existence of correlations between the variables: which is one of the most important conditions for the use of exploratory Parametric Statistics analysis, and to verify this condition we will use the Kaiser-Meyer-Olkin Measure.

The statistical value ranges between (0-1) and the closer the value of (1), the more that the correlation model is reliable and the global analysis will be more credible. As shown in Table (1), the Bartlett test indicates a moral presence.

**Table (1): KMO and Bartlett test for tourist media and development of tourist guides**

		Study variables	
		Independent	Dependent
		Tourism media	Development of the capacity of the tourist guide
The value of the KMO scale		0.89	0.720
Bartlett Test	The calculated value of the chai square	2932	885.12
	Probability value Sig.	0,00	0,00

Source: Based on the results of the statistical analysis

Table (1) shows that the value of KMO for the tourist information variable reached (0.89) which is greater than (0.05) and thus it is a great value. Regarding the correlation between the variables, the Bartlett test was used with a value (2932), which is significant. The correlation matrix is not a unit matrix, ie, there is a correlation between the vertebrates which is significant.

It is clear that the value of the KMO for the variable of the tour guide capacity was (0.720) which is greater than (0.05) which is very high value. As for the existence of a correlation between variables, we may also use the Bartlett test. The test indicates the existence of the relationship between dimensions of the scale, which is significant as it reached (885.12) indicating a significant correlation between the items.

**5.2 Test correlation and influence of the variables investigated in the research**

Test the correlation between tourism media and developing the capabilities of the tour guide:

Table (2) identified the acceptance of the first main hypothesis, which states: There is a significant statistical correlation relationship between the tourist media and the development of the tour guide capacity with 95% confidence. The value of calculated Z (3.8951) is significant, The correlation between them (0.668) illustrating the strength of the correlation between the tourist media and the development of the tourist guide capabilities. As table (2) confirms the acceptance of the following secondary hypotheses:

- There is a significant correlation between the informing and the development of tourist guides.
- There is a significant correlation between the interpretation and the development of tourist guides
- There is a significant correlation between statistical significance between education and development of tourist guides
- There is a significant correlation between the statistical significance between persuasion and the development of the capabilities of the tourist guide.

**• The effect relations between the Tourism media and development of tourism guides:**

• The researcher relied on the F-TEST test to prove the significant effect of the independent variable of tourism media in developing the capacity of the tour guide. The result of the test would be to accept the hypothesis of effect if the probability value Sig. corresponding to the value of F is less than or equal to 0.05, to interpret independent variables in the dependent variable, the researcher relied on the coefficient of selection R2 %, while the Beta decline coefficient represents the amount of change in the value of the dependent variable in case of a change in the value of the independent variable by one unit. The results of the analysis are as follows:

• Table (3) shows the acceptance of the second main hypothesis, which states that there is a significant statistical significance for the variable of the tourist media in developing the capacity of the tour guide with confidence rate (95%). The calculated value of F (44.669) is significant, because it is bigger than the value of tabular F (4.1709) , and the value of the determination factor (57.5%) which explains the ratio of the independent variable to the dependent variable, and the value of the beta (0.874), which indicates the amount of change in the value of the dependent

• variable (development of the capacity of the tour guide) in case of change In the value of the independent variable (tourist connection) by one unit, becoming the model to which the relationship is placed for the linear effect of the variable of tourism communication in the development of tourist guide capabilities as follows:

•  $Y_i = 1.015 + 0.797 * (X_i)$

Since  $X_i$  represents the variable of tourism communication,  $Y_i$  represents the tourist guide capacity development variable

• There is a significant impact of informing in the development of the capacity of the tour guide.

**Table (2) Results of test correlation hypotheses between search variables**

Hypothesis	Variables			Simple correlation coefficient	Z – test		comment	
	Secondary Variables Independent variable	The dependent variable			calculated Z value	Probability Value sig.		
1.1	Secondary Variables Independent variable	Inform	The dependent variable	Developing the capacity of the tour guide	0.481	2.8047	0.000	Accept the hypothesis with 95% confidence
1.2		Interpretation		=	0.409	2.3849	0.000	-
1.3		Education		=	0.363	2.1166	0.000	-
1.4		Persuasion		=	0.558	3.2537	0.000	-
1.5		Advertising		=	0.527	3.0729	0.000	-
The first main hypothesis	Tourist media		=	0.668	3.8951	0.000	-	

The z value at the table at a significant level of 0.05 equals to 1.96

Source: Based on the results of the statistical analysis

**Table (3): focused on accepting the following secondary hypotheses.**

Source: Prepared by the researcher based on the results of the statistical analysis

- There is a significant effect of statistical significance for interpretation in the development of the capabilities taking advantage of the technological development of the media.

Hypothesis	variables			Fixed value $\alpha$	decline factor $\beta$	Determination value $R^2\%$	F – test		comment	
	Secondary Variables Independent variable	The dependent variable					calculated Z value	Probability Value sig.		
1-2	Secondary Variables Independent variable	inform	The dependent variable	Developing the capacity of the tour guide	1.521	0.6959	40.9%	22.838	0.00	Accept the hypothesis with 95% confidence
2-3		Interpretation		Developing the capacity of the tour guide	1.998	0.6004	33.8%	16.849	0.00	Accept the hypothesis with 95% confidence
3-4		education		Developing the capacity of the tour guide	2.461	0.5078	25.7%	11.415	0.00	Accept the hypothesis with 95% confidence
4-5		Persuasion		Developing the capacity of the tour guide	0.982	0.8035	56.9%	43.553	0.00	Accept the hypothesis with 95% confidence
5-6		Advertising		Developing the capacity of the tour guide	1.313	0.7374	47.3%	29.619	0.00	Accept the hypothesis with 95% confidence
The second main hypothesis	Tourist media		=	0.797	57.5%	44.669	0.00	Accept the hypothesis with 95% confidence		

of the tour guide.  
There is a significant impact of statistical significance for education in the development of the capabilities of the tourist guide.

- There is a significant effect of the statistical significance of persuasion in the development of the capabilities of the tour guide.
- There is a significant impact of the statistical significance of promotion in the development of the capabilities of the tourist guide.

Table (3): Results of the test of the hypotheses of the impact of tourism media in developing.

**6. CONCLUSION**

- Tourism media is an indispensable necessity in attracting the tourist public and practicing tourism activities in tourist attractions.
- Tourism media works through its means to disseminate in-depth and specialized culture in the field of tourism,

- Tourism media plays an important role by providing the public with tourism information that helps to make tourism decisions.
- Highlight the importance of tourism media by laying the foundations of tourism awareness and creating an atmosphere suitable for tourism activity.
- Tourist media depends on a range of jobs such as news, interpretation, education, persuasion, and advertising that meet the needs and desires of the tourist.
- The role of the tour guide is very important in the success of the tourist trip by providing services and facilities to meet the wishes of tourists.
- The importance of the tourist guides economically, socially and culturally as it is an essential element of the tourist process in the tourist sites.
- Mental and physical abilities are of great importance in the work of the tour guide because most of the tasks performed by the guide rely on mental and physical effort.

- The linguistic and psychological abilities of the tour guide in the ability to understand and evoke the appropriate words in the expression and fluency and tact in the talk as well as overcome the pressures of work and facilitate interaction with tourists.
- Communication and social capabilities are one of the most important capabilities in the work of the tour guide, where they are responsible for their interaction with tourists and their ability to continue this interaction.

## 7. Recommendations

- The need to increase attention to tourism media because of its great importance in attracting the tourist public and the development of tourism attractions.
- The need to intensify studies and research that deal with tourism information because of its significant impact in the field of tourism activity.
- Emphasize the role of tourism information in increasing tourism awareness among the tourism public in all its sectors.
- Increase the attention to the functions of tourism information because of their significant role in delivering the tourism message to the tourist community in accordance with the needs and desires.
- The tourist guide should work to promote the rapprochement of cultures by accompanying the tourist groups and work to exchange information with tourists and be aware of the nature of the community and customs and traditions and to work to clarify those customs and traditions to the tourist to reduce the cases of surprise to the tourist as a result of what he sees of behaviors that differ from their behavior, customs and traditions.
- The tourist guide must protect the tourist from the exploitation that may be done by some owners of stores in the markets and commercial centers in the destination.
- The necessity of the tourist guide to have a set of qualities that qualify him to perform his work in the required form, such as taking care of the general appearance and fluency of speech and proficiency in at least one foreign language.
- The necessity of developing the capacities of the tourist guide represented by the physical, mental, linguistic, psychological, social and communication skills whether this development is through special programs prepared by the organization for the tour guides working in it or by developing the tourist guide by himself and his abilities personally through reading and learning about others' experiences.
- The importance of attention and increased cooperation between the Tourism Authority and various media institutions to improve the status of tourism media and make it effective in the promotion of various tourism activities.
- Attention and increased cooperation between the Tourism Authority and the colleges of tourism sciences in Iraqi universities in order to upgrade the profession of tourism guidance in Iraq.
- The necessity of the Tourism Authority to work on the establishment of training and development courses for tourist guides working to raise their awareness of the

importance of tourism media and its role in the success of the tourist experience.

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