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**Effect of promotion on medical tourism development planning
In Iraq (A survey of the views of a sample of the community)**

Muntaha Ahmed Mohammed¹, Amal Kamal Hassan²

^{1,2}College of Tourism Sciences, Mustansiriya University

¹muntaha@uomustansiriyah.edu.iq, ²Dr.abaraznji@uomustansiriyah.edu.iq

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Abstract:

Medical tourism is one of the various types of tourism, which includes different activities distributed between entertainment, tourism and treatment, and the tourist in this type of activities away from the congestion and hustle of cities to harmony with the natural elements of tourism and treatment at the same time and this tourism needs to be promoted because of its role in knowing its location The natural elements that achieve the objectives of medical tourism through development and benefit from tourism. "

In the light of the foregoing, the research dealt with the subject in three topics, the first topic included the cognitive framing of the promotion variable, the second topic included the cognitive framing of the therapeutic tourism variable, the third topic included the description of the study sample and statistical tests of the hypotheses, and then the conclusions and recommendations reached by the researchers and then Sources.

Introduction

First: The Importance of Research:

The importance of the research lies in planning to develop, develop and raise the level of providing tourism and hotel services in the medical tourism areas in Iraq to achieve its objectives through the development of a thoughtful promotional program in order to reach the possibility of planning the development of tourism in these areas to meet the wishes and needs of tourists.

Second: Research Objectives:

1. Identify the concepts related to promotion and its elements and therapeutic tourism and its importance and how to plan its development.
2. Study the relationship between promotion activity and planning for the development of medical tourism.

Third: The research problem

Medical tourism in Iraq suffers from a lack of interest in the field of advertising and promotion of tourism products and services and this negatively leads to the development of this tourism and to meet the wishes of tourists, whether they are local or from outside the country.

Can promotion affect planning for the development of medical tourism in Iraq?

Fourth: Research hypotheses:

The main hypothesis: There is no significant correlation between the promotion (as a future variable) and planning for the development of medical tourism in Iraq (as a dependent variable).

The second hypothesis is that there is no significant moral effect of the promotion variable in planning the development of medical tourism in Iraq.

Fifth: Research Method:

The research relied on the method of analysis (descriptive) and analysis (quantitative) in dealing with the variables of the study in order to verify the hypothesis down to the goal of the research. The researchers adopted a set of tools in data collection, including library sources, websites, questionnaire form, and then the use of several statistical measures such as percentages, mean, standard deviation and the relative importance of analyzing the answers of the respondents on the questions asked about the study variables.

Sixth: Results:

1. Iraq enjoys the existence of the elements of medical tourism can be exploited and invested.
- 2 - There is a statistically significant effect of the variable (promotion) in the (development of medical tourism)), but the proportion of influence and contribution is weak (promotion) in (planning for the development of medical tourism) according to the views of the study sample.

The first topic

Promotion

Booting

Promotion activity is an indispensable activity as no enterprise can sell its products and services, no matter how good they are, without sufficient information about these products and services reaching potential buyers. The meaning of the word promotion is derived from the Arabic word (promoted something), which means that the promotion is to communicate with others and introduce them to the types of goods and services the seller has.

First: Promotion concept:

To promote many definitions that can be summarized as follows:

A marketing communication activity that aims at persuading, satisfying, or reminding individuals to accept, repurchase, direct, or use a product, idea, service or institution. It is clear that: - The activity of communication between the organization and a group of individuals.

- Aims to achieve three goals, the first: news, the second: convincing, and the third: reminding me

- May be addressed to the consumer or the final buyer or intermediaries, (Said, 1993, p. 10).

It is "the coordination of the seller's efforts to establish information outlets, to facilitate the sale of a good or service or to accept a particular idea" (Al-Allaq, 1999, p. 245). It is also defined as the definition of the consumer of the product, its characteristics, functions, advantages, how to use it, its location in the market and its prices, as well as an attempt to influence the consumer and urge him to persuade him to buy the product. Its production is or is not related to a physical product (Said, 1993, p. 9).

Second: The promotional mix and its elements:

This term is called a set of components that interact and integrate together to achieve the organization's promotional objectives within the prevailing marketing philosophy. A promotional mix is like a marketing mix, and promotion is influenced by decisions related to commodity, service, and distribution. People accept it even after it is promoted. Promoting overcomes the problem of consumer or user hesitation by evaluating information about the organization, its products, services, prices, availability of the service or commodity, and uses of the service or commodity. J of the reluctance of the consumer to work to convince him and create the appropriate psychological atmosphere through which the consumer accepts what is provided to him of goods and services, (Abu Rahma et al, 2001, p. 38).

It includes a set of components and elements that balance and coordinate in an effective manner to achieve the promotional objectives set. The most important components of the promotional network are the following elements.

. Public relations

Public relations emerged as science and art in our modern life with a group of humanities and increased its importance after entering the circle of marketing and promotion of goods and services and the success of economic

units is measured by the effectiveness of the apparatus based on public relations, (Al-Jallad, 1997, p. 140).

Public relations are an integral part of the full communication efforts in the market and aim to create a good image, and maintain it permanently, and represent the bridge through which the links and relations of the facility with its different audiences express, where tourism as an art of human relations increasingly depends on the methods and means of public relations. Specialized in the field of tourism activation all the activities of hospitality, ceremonies, internal and external communications, local and international relations and continuous targeted information, as well as the collection and classification of tourist information and data and dissemination of various means and methods appropriate to each case and in a timely manner, and receive inquiries and complaints and requests from individuals, bodies and other units operating in the field Or related to it and respond to them and try to find solutions. Public Relations is responsible for receiving and accompanying public figures and guests, as well as conducting intensive activities to serve local and international conferences, markets and exhibitions and to prepare the necessary communications for them in the stages of preparation, implementation and follow-up. As well as organizing programs and tours for members of the invited conferences while facilitating the procedures of accommodation, food, drink and transport during the duration of the conference.

Public relations is the ongoing process of higher policies, services and actions for the interests of individuals and groups whose individual or institution values their trust and goodwill (Katas, 1997, p. 31). Accordingly, public relations are characterized by the basic qualities that they are the philosophy of management, and a function of management, and the art of communication arts, and create a general impression mediated by those associated with the facility. The French Association defined public relations as "a form of behavior and a method of information and communication in order to build and strengthen public relations based on mutual knowledge and understanding between the institution and its audience affected by the functions and activities of that institution" (Hassan, 1985, p. 115).

2. Advertising

Advertising is one of the main activities in the field of marketing goods and services, and is a means of promoting the various goods and services that are available in increasing quantities and qualities, which made the supply often exceeds demand. Advertising is an important function affecting the success of enterprises to achieve their marketing and promotional goals planned, as a complementary activity to the sales activity and managed to achieve high level of marketing performance. The declaration defines the following definitions:

1 - It is a communication process aimed at influencing the seller to the buyer on a non-personal basis where the commentator reveals his personality, and communication is done through public means of communication.

2 - Advertising is also known as the art of definition The art of making known where the product helps to identify the prospective consumer of his goods or services and how to satisfy them.

3. The American Marketing Association defined advertising as: various aspects of the activity that lead to the dissemination or broadcast of advertising messages that are visible or audible to the public for the purpose of urging them to purchase a good or service for the context of good acceptance of goods, services, persons, ideas or installations advertised. .

The Declaration seeks to inform those concerned with the affairs of the establishment and its activities, knowing the facts, data and information pertaining to the good or service, and fosters understanding between them and them, and explains its policies and development in achieving the objectives of the society concerned in its activity and supervising its work (Bakri, 2004, p. 62).

3. Personal sale

It is defined as the process of providing information to the customer and arousing his desire to convince him to purchase goods and services through paid personal communication. This concept focuses on providing information to the consumer of the tourist service in order to raise his unsatisfied tourist needs and then confirm his desire, in order to reach the conviction of access to tourism services found in the tourism program. It is a set of practices carried out by specialized staff aimed at identifying and clarifying products and persuading them to purchase them for current and prospective recipients to complete the exchange process (Interview, 2001, p. 221). It aims to achieve sufficient volume and opportunities of sales, which provides the desired profits, and then push the organization's efforts to achieve the required growth, but also to make contributions to support the stability and continuity of the organization in the business market, (Hijazi, 2005, p. 184).

4. Sales promotion

Many sales promotion campaigns rely on incentives, and through the title of the sales promotion we understand that the goal is to increase the share of sales that may be affected at a certain level and in a specific area. Promotional gifts, souvenirs, trade shows and more. The marketing department seeks through the use of this method to activate and coordinate the various efforts exerted to encourage the current and prospective buyer to complete the process of joining and buying tourist programs within a short period of time by luring him with the benefits and benefits that will accrue upon him when buying tourist services. Tourism organizations and hotels direct and plan sales promotion campaigns from three different angles and dimensions: (Interview et al., 2001, p. 256).

1. The ultimate tourist service consumer.
2. Brokers (travel and tourism agencies).
3. Salesmen specialized in the tourism sector.

5.Publicity

Propaganda in the US Department of Knowledge is defined as: Efforts that have the intent and intent of displaying and influencing, an organized effort intended to influence others according to a pre-set plan to convince him of an idea, commodity, or opinion aimed at changing his behavior and deliberately influencing opinions, attitudes, and beliefs widely through symbols. Words and images have different gestures, and this deliberate influence has two aspects, a positive aspect aimed at instilling some opinions and trends, and a negative side that works to weaken or change the views and other trends, (Bakri, 2004, p.

Effective tourism propaganda needs to analyze tourism demand and its factors as well as supply and try to approve them and use positive attitudes of tourists to increase the rates of tourist demand and satisfaction, and must be available in advertising, clarity, and integration, and must be aware that tourist campaigns are part of integrated tourism promotion programs because the objectives of Advertising is derived from the objectives of promotion derived in turn from the objectives of marketing and derived in turn from the objectives of the tourism organization and derived from the national tourism goals. In propaganda, emotional and rational aspects are used together through propaganda, illustrations, images, and printing. They are concerned with words and written words, which affect both the mind and the feeling (Interview and others, 2001, p. 268).

Third: The importance of promotion

The importance of promotion can be highlighted here: (Al-Barwari, 2004, p. 217)

1- Define, remind and convince the consumer of the product.

Communication channel between FAO and the environment.

3. Increase sales and profits of the organization or maintain sales stability at least.

4 - Support the achievement of the marketing objectives of the organization through integration with the rest of the elements of the marketing mix and thus support the marketing strategy.

5- Supporting salesmen and sales agents.

6. Improve the image of the organization in society.

Strengthen the organization's competitive position in the market.

The second topic

Medical Tourism

Introduction: Therapeutic tourism focuses on the use of the elements of nature in the treatment and healing, a diverse tourism, including the restoration of psychological balance and emotional integration and away from the crowds of cities and the hustle and bustle of life and anxiety and travel to another city for the purpose of social or hospital services, and the practice of emotional thinking and spiritual transcendence and meditation and harmony Mental health, including treatment and harmony with the agricultural and marine environment, springs and herbs and physical and mental exercise and help create a positive impression of patients being treated and cure their diseases and encourages the success of the region to be Important tourist attractions locally or globally. Figure 2 shows the elements of medical tourism.

First: Definition of medical tourism:

Therapeutic sites are recognized tourist destinations, including prevention, treatment and rehabilitation of health diseases (Lukinat, 1991, p. 66). In other words, this type of tourism involves the movement of individuals from their countries of origin to other countries in order to take advantage of the natural elements that God has given to these areas in the field of treatment and hospitalization (Abdel Samie, 1994, p. 78). Therapeutic tourism has been defined by the International Tourism Federation (IUOTO) as all health facilities and services that can be used by the tourist in investing all natural resources such as mineral water, sand and climate for treatment and health purposes. (Alister & Geoffrey, 1982, p. 156).

They are also known to be places where mineral eyes have certain natural therapeutic properties due to land, sea or climate and have adequate facilities to treat, mitigate or prevent diseases (Ali, 1973, p. 10). So it is a type of multiple tourism that specializes in attracting special categories of tourists who are looking for health services along with other tourist activities (recreational, cultural, sports, recreation) in different seasons.

The procedural definition of the researchers (therapeutic tourism is to enjoy the natural blessings of God and benefit from them psychologically and physically aimed at achieving satisfaction and psychological comfort)

Second: The importance of medical tourism

The importance of medical tourism is summarized as follows:

1. The exploitation and exploitation of natural resources, mineral water, climate.
2. Attract tourists by stimulating health services and facilities as well as tourist facilities.
3. Attention to recreational and educational activities practiced by the individual away from work and housing and the use of resorts to promote health and maintain vitality.
4. Encourage travel for medical reasons to get treatment or use preventive methods or conduct exercises to improve the strength of the body.

Third: The economic importance of medical tourism

There is no doubt that the places of recovery with mineral water, is one of the important tourist centers affected by the national economy, because the long stay of tourists in the sanatoriums support and support the economy, (Abdul Wahab, 1967, p. 67). A tourist who comes for treatment or convalescence usually spends longer than a normal tourist. Physical therapy sessions range from two weeks to four weeks, sometimes two months. In addition, health resorts for convalescence and psychological and neurological comfort sometimes need a longer period. Relatively for the tourist in these sanatoriums is a big gain in terms of spending on his residence in foreign currencies and the purchase of goods and services, (Al-Khudairi, 1989, pp. 59-60). According to Jean Chardonay in the book (Tourism and Rest) that the expenses of one tourist in the spa equivalent to the expenses of ten tourists in other tourist sites, which forces countries that have these ingredients, attention to raise the level of these centers and resorts and encourage and provide them with all the latest in the therapeutic aspects (Abu Rabah, 1971, p. 266). European countries, Japan and the United States took care of this type of physiotherapy, and put it in the first consideration, because of its proven health benefit for patients and a large income, both in the local currency of its citizens or in foreign currencies from foreigners (Ali, 1973, p. 8). Since most patients resort to treatment once or more a year and this in general helps to enter foreign currencies to move the national economy, (Obeidat, 2000, p. 245).

Fourth: the objectives of medical tourism

There are many objectives that medical tourism aims to achieve at the level of therapeutic, economic and media. The main objective is for treatment and residence in places characterized by a healthy and pure atmosphere, whether in forest areas or on the seaside for the purpose of physiotherapy and bathing in hot or cold mineral water or drinking them if the water is safe to drink and therefore benefit the patient in the treatment of stomach diseases (Al-Kanani, 1990, p. 178). Therapeutic tourism has a set of objectives, which are inclusive and comprehensive to achieve health, treatment and tourism, namely:

1. Providing treatment to patients or those who wish to be hospitalized easily and without hindrance at any time possible with the provision of special treatment services that can not be available in specialized medical centers.
2. Travel for treatment and convalescence or to enter various sanatoriums to care for health or to go to places that have certain healing characteristics in order to achieve physical, psychological and intellectual health or for treatment of specific diseases, (Al-Ansari, 2008, p. 25).

Fifth: the types of medical tourism

Medical tourism is divided into:

- 1 - Health tourism (treatment): travel to receive medical care in specialized places with accompanying tourism programs.

2 - Tourism hospitalization: is the travel of healthy people in order to maintain their physical and psychological health through access to services in specialized places.

Sixth: Factors affecting the selection of medical tourism zones

a. Natural factors :

1 - is represented by (the appropriate temperatures in different seasons, the wind and its speed and times of gust, rain and size and dates of precipitation, in order to know the reception of tourist groups and the type of therapeutic tourism appropriate for them (hospitals or summer resorts or treatment)).

2 - Topography of the land (nature): mountains, plateaus, valleys, nature of the soil, beaches, tides and beaches type (sandy, stone), the presence of natural reserves or not, this contributes to the selection of suitable places to determine the project and the resort and show its beauty and create all the necessary requirements.

3 - Availability of elements, ingredients and means of virgin nature (raw) to be used for treatment such as sand, mineral water, warm sunshine and purity of the atmosphere and water from environmental pollutants.

B. Cultural factors: related to the history and culture of societies in the past and present Kalmzarat and monuments to attract the numbers of tourists to feed the mind and conscience of the culture of different peoples and the development of a sense of beauty and intellectual and intellectual upgrading.

T. Basic environment: The availability of various elements in these areas such as roads, airports, water for human consumption and sewage networks, and means of communication. The great development in the various means of transport made it easier for people to move from one place to another for treatment and recreation.

D. Environmental Health: The complete purity of the area on which the tourism project is being built, especially pollution free (air, water, noise, visual pollution).

C. Social factors: related to culture, religion, language, traditions, customs and leisure time.

H. Economic factors: It is the state's possession of the material and economic components that allow it to establish tourism development and projects and provide the necessary financial allocations, so that it is spent according to legislation that allows the presence or participation of private sectors with the government in tourism development.

Seventh: Planning for the Development of Tourist Areas

The tourism planning process consists in drawing up a tourism plan that aims to attract foreign investment to provide the necessary financing for development projects in the new areas planned for their development. This requires a set of information on the evaluation of the tourism market and the

development of a project for future tourist flows and the search for areas where tourism demand is high as the place is a commodity. That is offered to the tourist. The plan has a duty to participate in convincing officials and residents of the importance of the plan, ie, to promote the plan and make it acceptable (Jawiya, 2015, p. 56).

For the success of the planning process, it is necessary to involve the local population in the development process and the many activities required by the tourism development process in the region through the continuous announcement (Bajawiya, 2015, p. 66).

Tourism development is to upgrade and expand tourism services and make use of all available resources in order to create the largest volume of tourism demand, whether at the local or international level, and to meet the needs of different categories of those who want to travel and tourism of all kinds and try to attract them to consume this purpose and satisfy their needs (Jawawiya, 2015, p.

Eighth: Planning of Medical Tourism Zones:

The distinctive phenomenon of the cities of medical tourism is the organization and planning commensurate with the nature and character of the site, which is treatment, rest and relaxation where there are natural areas and green pastures, and near the places of mineral water and springs that help to achieve this, such as beautiful gardens and multiple fountains that add beauty to the area, (Hour and Dabbagh, 2001, p. 86). These sites must be protected from the impact of harmful winds by creating green striped areas. Represented by high and evergreen forest trees, arranged in a vertical direction on the wind direction to repel sand and dust storms to filter and purify the air and saturate the site with oxygen, (Al-Mashhadani, 1989, pp. 223-224). At the present time, therapeutic cities have evolved to include medical research centers, water properties, climate impact and natural remedies. Each city is characterized by its ability to treat a certain type of disease, some of which are specialized in treating chest diseases, others dealing with liver, gallbladder and respiratory diseases, especially in the regions. Mountain, where caves on the sulfur water lines, emitting gas vapors useful in the treatment of respiratory diseases through inhalation, and other cities specializing in the treatment of kidney disease, (Ruby, 1986, p. 26).

Ninth: Medical Tourism in Iraq:

1. Ain al-Tamr in Karbala: Ain al-Tamr (Shthatha) is located to the south-west of the holy city of Karbala at a distance of 67 km, this beautiful oasis is characterized by the abundance of mineral eyes in it so that it became a refuge for those looking for treatment of skin diseases. It is named after dates because there are many dates in it and is believed to date back to 3000 BC and that the old name (Shehata) and means in the Aramaic (clear smell), has been mentioned by historians and was part of the Kingdom of perplexity, spread eyes with mineral water that comes out of the depths On chlorides and sulphates which makes them unsuitable for drinking but distinct in the treatment of many skin diseases, especially.

2. Ein Hammam Al-Alil in Nineveh: Located in Hamam Al-Alil, about 30 km southeast of Mosul city, it is characterized by its hot and boiling mineral water in summer and winter, which contains chemical qualities suitable for the treatment of rheumatism, vertebral and arthritis, skin diseases, gynecological diseases, infections and secretions. Thyroid and chronic nerve tumors.

3. Ain Sulfur in Nineveh: Located on the west bank of the Tigris River in Mosul and stems from far away and water seeps to this site and located opposite this eye on the other side of the forests of Mosul, described (Ibn Battuta) as a spring that treats all skin diseases, where is The richest and largest mineral spring in the world, because its water contains a lot of dissolved minerals, in addition to sulfur, and a scientific team before the war years carried out secondary research in the waters of Ain Sulfur and concluded that it is the best eye containing sulfur compounds in the world help to treat Dermatology, rheumatism and arthritis.

4. Eyes in the district of Tuz Khormato: Historical evidence indicates that the ancient city of this city dates back more than 4000 four thousand years, a transit station and a break between the most important cities of Iraq Baghdad, Kirkuk, Tikrit, Sulaymaniyah, and contains the most important mineral eyes:

Ain salt (horses) This eye is located in the east of the city, and on the right bank of the river "Ospie", and extracts salt and is a salt of Tuz of luxury salts and excellent rich iodine.

B eye sulfur (Ke Rao) This eye is located to the south-east of the city, and on the hill page and is used from the eye water to treat many skin diseases (allergies).

C eye sulfuric acid: The advantage of this eye water is acid and sparkling water is used that eye also for the treatment of skin diseases, and this eye is located at the end of the mountain range between Tuz and Kafri.

5. Lake Sawa:

Located in a desert area west of the city of Samawah south of Baghdad, pear-shaped extends over the perimeter of 30 km, salty water rises 11 meters above the level of the Euphrates River and depth of 1000 meters, its water saturated with sulfur and magnesium and always warm when swimming where the color of human skin changes to black so foreigners want Many people with skin diseases will swim in.

(1) Eye dates in Karbala



Photo (2) Ain al-Alil bath in Nineveh



The third topic (practical aspect)

First: Data Collection:

- Used equipments :

The following tools have been adopted for analysis:

A- Theoretical references: The Arabic and foreign sources (books, periodicals, magazines, researches and university theses) are available in public and university libraries, in addition to the internet articles and recent books related to the subject of study.

B - Questionnaire: identified a set of interrelated questions in order to achieve the goal of the study within the framework of the selected problem, for the purpose of obtaining data and information to obtain numerical results in which to measure the variables of the study. The tripartite runway was adopted, and after completing the questionnaire, it was initially tested by a group of professors to confirm the truthfulness of the information, as shown in the Appendix.

- Research sample: (125) forms were distributed in a simple random sample method to different categories of society, 115 forms were returned only. To check the condition (sample adequacy and correlation between variables), the Kaiser- Meyer- Olkin measure (KMO) scale will be used with a value ranging from zero to one, which indicates high reliability and vice versa. It is noted from Table (1) that the values of KMO)) for each of the variable promotion and planning for the development of medical tourism amounted to (0.576) and (0.748) respectively, both of which are greater than 0.50, to confirm that the adequacy of the sample is available.

As for the existence of correlations between the study variables, the Bartlett test will be applied if the probability value is zero. This indicates that the study variables pass the test. The study recorded (198.006, 154.737) any passing the test.

Table (1) Test the sample adequacy requirement and the existence of correlations between study variables

Planning for the development of medical tourism	Promotion	Study variables TEST	
		0.748	0.576
333.567	68.827	Chi-Square	Bartlett Test
.000	0.013	Sig.	

Source: Prepared by the researcher based on SPSS output 20

Data description and analysis methods:

Different statistical methods and methods were used to obtain the results of the study and present the answers of the research sample based on the statistical analysis outputs SPSS program through which the hypotheses are tested for the purpose of understanding the problems and answering the questions raised in the study. Arithmetic weighted, Absolute and relative scattering measures, Spearman grade correlation coefficient, F test).

Second: Presentation of data: The responses of the research community to the questionnaires were based on the SPSS program, as in the following tables:

Table (2): Distribution of Research Sample by Gender, Age and Certificate

%	NO.	Description of the sample	
54.8	63	Males	SIX
45.2	52	Female	
100	115	Total	
31.3	36	18-23	AGE
25.2	29	24-29	
16.5	19	30-35	
5.2	6	36-41	
6.1	7	42-47	
7.0	8	48-53	
7.0	8	54-59	
1.7	2	60-65	
100	115	Total	
3.5	4	Medium	Certificate
34.8	40	Prep	
3.5	4	diploma	
38.3	44	BA	
13.0	5	M.A.	
3.5	4	Ph.D.	
100	115	Total	

Source: SPSS Output 20

Table 3: Distribution of the sample according to their information on promotion

%	NO.	I have information about promotion
83.5	96	Yeah
16.5	19	Both
100	115	Total

Figure 3 Distribution of the sample according to their information on promotion



Table (4): Distribution of the research sample according to their information about medical tourism

%	No.	I have information about medical tourism
77.4	89	Yeah
22.6	26	Both
100	115	Total

The table shows that the percentage of those who have information about medical tourism is the highest (77.4%).

Figure (4): Distribution of the research sample according to their information about medical tourism

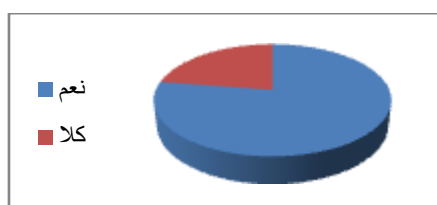


Table (5): Distribution of the research sample according to their belief in the contribution of promotion in the planning of medical tourism development

%	No.	I believe in the contribution of promotion
89.6	103	Yeah
10.4	12	Both
100	115	Total

The previous table shows that the percentage of those who support the contribution of promotion in the planning of the development of medical tourism is the highest (89.6%).

Figure (5): Distribution of the research sample according to their belief in the contribution of promotion in the planning of medical tourism development

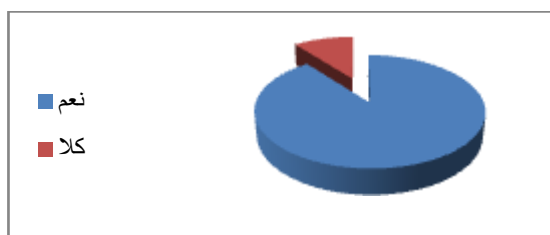


Table (6): Distribution of sample responses about their visit to medical tourism areas in Iraq

%	No.	Have you visited the medical tourism areas in Iraq
45.2	52	Yeah
54.8	63	Both
100	115	Total

Figure (6): Distribution of sample responses about their visit to the medical tourism areas in Iraq

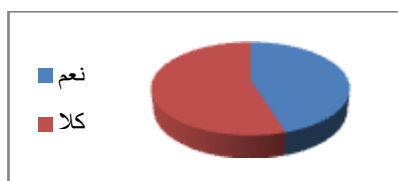


Table (7): Distribution of sample responses on the number of visits to medical tourism areas

%	No.	Number of visits
46.15	24	Once
21.15	11	Twice
15.38	8	three times
17.31	9	Four or more times
100	52	Total

Figure (7): Distribution of sample responses about the number of visits to medical tourism areas

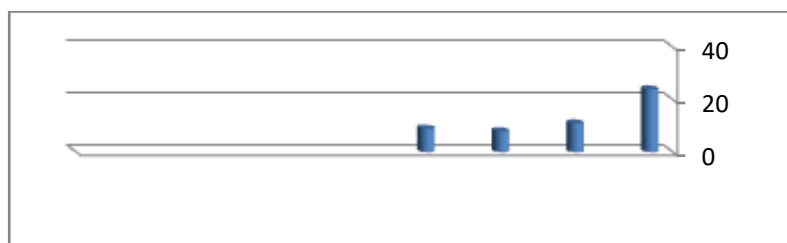
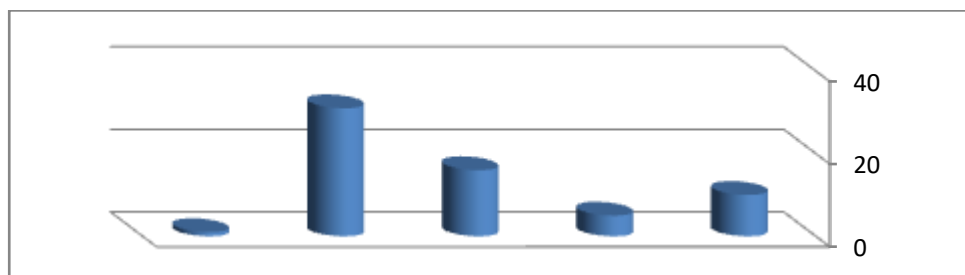


Table (8): Distribution of sample responses about the reasons why they did not visit medical tourism areas

%	No.	Reason not to visit
15.9	10	The security situation
7.9	5	familiarly circumstances
25.4	16	I didn't have a chance
49.2	31	I have no information about her
1.6	1	Ineligible
100	63	Total

Figure (8): Distribution of sample responses about the reasons why they did not visit the medical tourism areas



It should be noted that the highest percentage of those who did not visit the medical tourism areas was because of the lack of information about them (49.2%), ie the lack of promotion of these areas, followed by the percentage (did not have the opportunity) which was (25.4%) and then (because of the security situation) (15.9%).

Third: The importance of study variables

The answers of the sample (115) respondents about the contents of the questionnaire questions related to the independent variable (promotion), and the adopted variable (planning for the development of medical tourism), which shows their trends for each paragraph of the two variables, where the arithmetic and standard deviation and relative importance were used, as follows: - Hey.

1- Promotion: The questionnaire of the study included in its axis of measuring the promotion activity (10) questions, to find the availability of the elements of promotion, as shown in table (9) القيمة the value of the mean of this variable was (2.706), which is close to the value of the hypothetical mean of (3) This means that the responses of the sample are oriented towards agreement and standard deviation (0.99), which indicates the homogeneity in the answers of the study sample on this variable, while the relative importance (88.36), a high percentage confirms the agreement of the study sample on most of the promotion paragraphs.

Table (9): Description of sample responses for promotion items

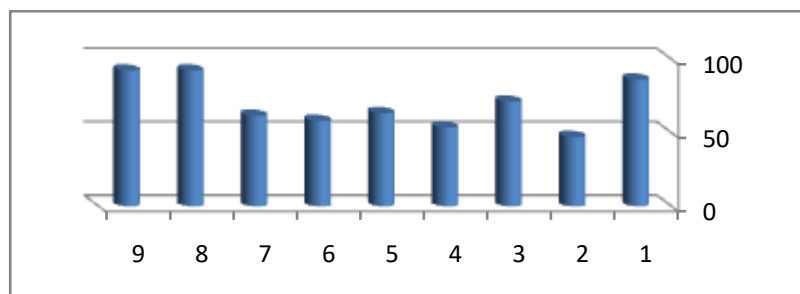
Relative importance	standard deviation	SMA	items						item
			3		2		1		
			Frequency and ratio of answer						
97.67	0.256	2.93	%93	107	%7	8	%0	-	x1
88.40	0.547	2.65	%68.7	79	27.8%	32	%3.5	4	x2
92.17	0.501	2.77	%80	92	%16.5	19	%3.5	4	x3
94.13	0.424	2.83	%84.3	97	%13.9	16	%1.7	2	x4

94.20	0.464	2.83	%86,1	99	%10.4	12	%3.5	4	x5
81.17	2.921	2.70	%51.3	59	%40.9	47	%7.8	9	x6
94.20	2.849	3.09	%85.2	98	%12.2	14	%2.6	3	x7
73.60	0.695	2.21	%36.5	42	%47.8	55	%15.7	18	x8
80.87	0.608	2.43	%48.7	56	%45.2	52	%6.1	7	x9
87.23	0.657	2.62	%71.3	82	%19.1	22	%9.6	11	x10
88.36	0.992	2.706	Total promotion						

Source: Number of researchers based on SPSS outputs version 20

To compare the paragraphs (promotion) in terms of relative importance note that paragraph (1) obtained the highest level of relative importance by (97.67%), followed by paragraphs (5 and 7) by (94.20%), and paragraph (4) with relative importance formed (Paragraph (8) recorded the lowest level of (73.7%) 60, as shown in Figure (9).

Figure 9 shows the distribution of sample responses according to the relative importance of the promotion variable



Measuring the level of significance, arithmetic mean and standard deviation of the independent variable (promotion) shows that the largest share of the answers to the study sample was to paragraph (1), and this indicates the importance of (promotion activity in reaching consumers to remind them and inform them of therapeutic tourism areas), as well as (to publish pictures and films Documentary, radio) and (Internet) of the means that have a positive impact in the promotion, then (print advertising means).

2: Medical tourism

The questionnaire of the study in its measurement of planning for the development of medical tourism (9) included questions to find out the

possibility of planning for the development of medical tourism in Iraq, and it is clear from table (10) that the value of the mean of this variable was (1.88), which is less than the hypothetical mean of (3) This means that the responses of the sample are directed towards uncertainty and standard deviation (0.62), which indicates the homogeneity in the responses of the study sample regarding this variable, while the relative importance was recorded (62.07%), an average ratio confirming the agreement of the study sample on some paragraphs of planning for development. Medical Tourism .

For comparison between the paragraphs (medical tourism) in terms of relative importance note that paragraphs (8 and 9) obtained the highest level of relative importance by (92.53%), followed by paragraph (1) by (86.30%), followed by paragraph (3) and by Paragraph (2) recorded the lowest level (47.27%) as shown in Figure (10).

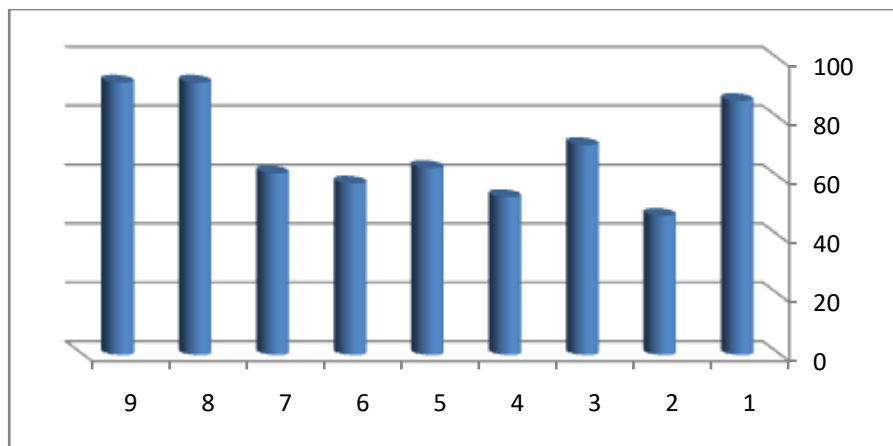
Table 10

Describe the sample responses to the medical tourism development planning paragraphs

Relative importance	standard deviation	SMA	items						item	
			3		2		1			
			Frequency and ratio of answer							
86.30	0.591	2.59	%64.3	74	%30.4	35	%5.2	6	y1	
47.27	0.662	1.42	%9.6	11	%22.6	26	%67.8	78	y2	
71.30	0.837	2.14	%42.6	49	%28.7	33	%28.7	33	y3	
53.63	0.684	1.61	%11.3	13	%38.3	44	%50.4	58	y4	
63.47	0.848	1.90	%31.3	36	%27.8	32	%40.9	47	y5	
58.27	0.736	1.75	%17.4	20	%40.0	46	%42.6	49	y6	
61.73	0.830	1.85	%27.8	32	%29.6	34	%42.6	49	y7	
92.53	0.497	2.77	%80.9	93	%15.7	18	%3.5	4	y8	
92.53	0.497	2.77	%80.9	93	%15.7	18	%3.5	4	y9	
86.30	0.591	2.59	%64.3	74	%30.4	35	%5.2	6	y1	
62.70	0.62	1.88	Total planning for the development of medical tourism							

Source: Prepared by the researchers based on the output of the statistical analysis program SPSS version 20

Figure (10) shows the distribution of sample responses according to the relative importance of the paragraphs variable (medical tourism)



It can be seen by measuring the level of importance, arithmetic mean and standard deviation of the adopted variable (planning for the development of medical tourism) that interest was about (planning for the development of medical tourism areas and the provision of basic and recreational services) and (encourage studies interested in the development of medical tourism areas), and then (the availability of tourism ingredients Therapeutic in Iraq helps planning for its development (P) (the contribution of travel and tourism companies in the activation of trips to the areas of medical tourism) after the process of planning for their development.

Fourth: Testing the hypotheses of the study

The correlation coefficient (Spearman) was used to determine the relationship between study variables and to test the effect of the independent variable in the dependent variable using simple linear regression model, and use the test F (F-test) to determine the significance of the independent variable in the dependent variable as well as the determination factor R² to find out Percentage of the effect and contribution of the independent variable in the adopted variable.

A: Test the link hypotheses

To test the hypotheses of the correlation between promotion and planning for the development of medical tourism, a correlation coefficient was used for (Spearman), if the correlation coefficient value is limited between (0.50) and (1) correct indicates the strength of the correlation, and the emergence of the sign (**) or (*) In the results of the statistical analysis program SPSS to confirm the significance of the correlation between the two variables at the level of significance (0.01) and (0.05), respectively, the results were as follows:

There is a weak correlation between the promotion and planning for the development of medical tourism in Iraq.

B: Impact hypothesis testing

F-test was applied to determine the significance of the independent variable (promotion) in the approved variable (medical tourism development) in Iraq, if the probability value (Sig.) Is less than the level of significance (0.05) indicates

a significant effect If the calculated value of (F) is greater than the probability of its tabular value, it indicates a statistically significant effect and vice versa. . To determine the effect of the variables (promotion) in the variable (planning for the development of medical tourism) the test was conducted the results were as follows:

1. There is a statistically significant effect of the variable (promotion) by (development of medical tourism), where the value of F calculated (10.253) which is significant and this means acceptance of the hypothesis (there is a statistically significant effect of the variable (promotion) in (development of medical tourism)) but Percentage of impact and weak contribution of (promotion) to (planning for the development of medical tourism) as the value of the coefficient of determination (0.10%)

Table 11

Results of the hypothesis and impact hypothesis testing to promote the planning of medical tourism development in Iraq

Explanati on	testF			The coefficient of determinati on R ²	Correlati on coefficien t	Variables	
	Probabili ty value sig.	table	calculat e			Authorized	Indepe ndent
There is a weak relationshi p No effect	0.002	*3.92 *6.85 *	10.253	0.10	0.407	Planning for the developme nt of medical tourism	Promotion

Source: The work of the researchers based on the output of statistical analysis program SPSS version 20

Conclusions:

The study came out with some results in the light of the answers of the study sample, which were evaluated and analyzed in accordance with the scientific directions of the study project, according to which a number of conclusions were drawn:

1. There is a weak correlation between promotion and planning for the development of medical tourism in Iraq.
2. There is a statistically significant effect of promotion in planning for the development of medical tourism in Iraq despite the weak relationship.

3. Iraq enjoys the existence of the elements of medical tourism can be exploited and invested.
4. The promotion activity helps in promoting the development of medical tourism areas and visiting them.
5. Images, documentaries and radio are among the means that have a positive impact in the promotion of medical tourism areas.
6. The Internet is an important means to promote the importance of planning for the development of medical tourism.
7. Printed advertising means to provide information about medical tourism areas and the importance of planning for their development.
8. Availability of basic and recreational services of necessities in the areas of medical tourism.
9. The authorities responsible for tourism have an important role in encouraging studies interested in the development of medical tourism areas.
10. Travel and tourism companies contribute in activating the trips to therapeutic tourism areas after their development.

Recommendations:

1. Exploiting the elements of medical tourism in Iraq and planning for investment and development.
2. Activate the promotion activity to encourage the development of medical tourism areas and visit them.
3. Publish pictures, documentaries and radio to promote medical tourism areas.
4. Adoption of the Internet to promote the importance of planning for the development of medical tourism.
5. Using printed advertising means to provide information about medical tourism areas and the importance of planning for their development.
6. Provide essential and recreational services necessary in the areas of medical tourism.
7. The authorities responsible for tourism should encourage studies interested in the development of medical tourism zones.
8. Providing the necessary complementary services and accommodation and accommodation services.
9. Provide the necessary means of transportation to reach these areas safely and easily.
10. Activate trips by travel and tourism companies to therapeutic tourism areas after their development.

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