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**Development trends and future directions of the tourism industry in the districts of  
Fallujah and Habbaniyah**

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**Abstract**

Tourism is one of the most important economic indicators in the districts of Fallujah and Habbaniyah, as it has natural and human components and tourism infrastructure that can be developed to achieve sustainable tourism development. In this research, the potentials and components of tourism development were studied through a geographical analysis of the state of tourism in terms of the geographical distribution of the current tourist sites and the possibility of developing them. In light of the foregoing, a strategy for tourism development in the future has been developed, with focus on the following axes:

- *Developing the current tourist city in Habbaniyah.*
- *Development and reconstruction of the tourist town of Tharthar.*
- *Encouraging desert tourism.*
- *Encouraging religious and archaeological tourism.*
- *Create a new tourist city.*

- *Then investing the Euphrates River, which is the lifeblood and, on its banks, recreational and tourism activities revolve.*

### **Introduction**

Tourism is one of the most important economic indicators in the districts of Fallujah and Habbaniyah, as it possesses natural and human components, as well as infrastructure and community services. If it is invested and developed to serve tourism, it can achieve sustainable tourism development. In this research, the natural components that can be invested for tourist attraction will be studied, as well as the human components, which will focus on the historical, archaeological and religious sites located in the study area, as well as revealing the components facing the tourism industry and the possibility of investing and developing them and how to overcome obstacles and invest the potentials from In order to develop a strategy for tourism development in the study area, this strategy will be directed to the development of the tourist city in the current Habbaniyah and the possibility of establishing a new tourist city on the lake, as well as developing the tourist city of Tharthar and re-loaning it after it was destroyed as a result of military operations, and investing historical and religious sites for the same purpose.

- The problem of the study is that the study area, although it has the ingredients for reviving the tourism movement, is still below the required level.
- As for the aim of the study, it aims to reveal the possibilities and ingredients for the development of tourism and to develop a strategy to achieve an optimal investment for it.
- As for the hypothesis of the study, it was determined that it is possible to invest the natural and human potentials in the study area to develop a strategy for the purpose of achieving sustainable tourism development.

There are many possibilities that make the study area an important center for the implementation of tourism projects and attracting tourists if they are properly and optimally exploited, including the presence of the Euphrates River, regulators and branch dams, as well as the presence of the Habbaniyah and Tharthar lakes, which are among the most important elements and prosperity of tourism, where parks and resorts can be established on them, as well as On the existence of large areas that were not exploited by establishing tourist facilities on them in line with the size of the population of the study area, as well as the presence of archaeological and religious sites that did not receive attention from the responsible authorities, as well as the location of the study area near several governorates, including Baghdad, which is the largest population gathering. If the study area was optimally exploited as a tourist, it would have a great economic return for the population of Anbar Governorate in general and the study area in particular.

### **Natural possibilities in the study area:**

It is necessary to mention the natural and human capabilities that are among the basic ingredients for the advancement of the tourism reality in the study area, and they are as follows:

**1. Lake Tharthar:** Through the study, it was found that there are geographical potentials of tourist importance in the study area, including Lake Tharthar, which is located on the northern side of the study area between the Tigris and Euphrates rivers. Its total area is about 2710 km<sup>2</sup> and its highest water level is approximately (60 m). . It was created in 1956 to store the surplus water of the Tigris River during the floods through a diversion channel that starts at the Samarra Dam. The lake was later linked to the Tigris and Euphrates rivers, as it is possible to use this lake as an important and large tourist interface in the study area, but neglect and poor planning by the competent authorities prevented this, and it is now a closed area due to security concerns. We hope that in the future we will be an attractive area for tourists from During the establishment of large tourism projects on them or their optimal investment, whether by the private sector (the investor) or by the state and its specialized institutions.

**2.The Euphrates River:** It penetrates the study area from the west, where it penetrates the district of Habbaniyah, which comes from the borders of the eastern district of Husaiba, which belongs to the district of Habbaniyah, then Al-Khalidiyah to the borders of the district of Fallujah, and then it penetrates the district of Fallujah to the end of its eastern borders, as most of the urban population centers are located on the Euphrates River and most of the centers Rural settlement is located on both banks of the Euphrates River, and most of the economic activities are also located along the Euphrates River. Historically, commercial caravans in the past passed along the Euphrates River also in the study area, so that there were khans. One of the most prominent ancient and historical settlement centers is Saqlawiyah, in which the historical city of Anbar was established and even the city of Ramadi, which contained a khan or (Tell Ash). If the banks of the Euphrates River are invested from both sides in establishing tourism activities, as they provide tourism infrastructure services, including transportation routes, easy access to them, and then the establishment of tourist restaurants, tourist hotels and river boats, all of which lead to tourist or recreational attractions around the Euphrates River, whether in the district of Habbaniyah or Fallujah, as well as About the presence of a number of river islands in the Euphrates River in the study area as shown in Picture (1) These islands can be landscapes of important tourist attraction if a bridge is established or transportation to these islands by boats or the establishment of tourist restaurants or casinos and some other stadiums that encourage tourists to reach them. The Euphrates River is one of the most important natural components in the study area, because it is the only water source that supplies the study area with water. Which can be optimally exploited in tourism activities, restaurants and casinos can be established on both sides of the river, and places and terraces to sit, as well as the construction of corniches on both sides of the river, as it is an important tourist attraction. However, we did not notice any interest from the competent authorities in this aspect except in the district of Fallujah, as the corniche was established on the eastern bank of the river.

**3. Habbaniyah Lake:** It has a natural potential for tourist attractions in the study area, which is an element of attraction for tourists. Habbaniyah Lake is one of the most important tourist components in the study area. Habbaniyah Lake was initially established in a dry natural depression, but it was surveyed by aerial photographs at the beginning of the last century. It was

found that it is very possible for it to become a reservoir of water that is fed from the Euphrates River from the side of Ramadi Regulator Al-Warar and flows again to the Euphrates River from the side of the Habbaniyah District through the Dam of the Regulator of Al-Dhuban. It has not been optimally invested to become a large tourist destination and attractive to tourists, except for the presence of the Habbaniyah Resort, which also suffers from a lack of many services and needs development and expansion. With the optimal investment of all the surroundings of the lake, as it has a long perimeter, large and giant tourist facilities can be established to be tourist attractions for tourists from all governorates of Iraq. This will encourage communication between these facilities and sites by means of boats and tourist yachts, and this will yield a stronger economic return and add another aesthetic to the beauty of the lake, and we also hope to repair the railways and rebuild and rehabilitate the train station near the lake. Transportation and this encourage tourists to come to this tourist place.

The Habbaniyah district can be connected to the lake by removing the military units and warehouses and investing the spaces by creating public parks, forests and other facilities to make the lake a tourist hotspot for tourists and people from all over the country.

4. The study area possesses natural elements that make it an attractive tourist reality for all segments of society who are looking for the picturesque natural environment that is the essence and success of the tourism activity in the region. All tourists to invest in new projects. There are several regulators and dams branching from the Euphrates River and Lake Habbaniyah, including the Dhabban and Fallujah dam, which are located in the study area, as well as the streams, including the Saqlawiya stream, which are suitable for various tourist activities and the establishment of recreational cities and parks near the river with its banks covered, where it is possible to establish a corniche extending on the banks of the Euphrates River in Al-Khalidiya is similar to the nearby areas, as it has the political components, which is the river, in addition to the picturesque agricultural landscapes located along the banks, and this requires cooperation with investment companies and the local government to establish such projects that serve the citizen and at the same time increase the state's revenues.

**Picture (1) The river islands and the possibility of investing them in tourism in the study area**



*Source/ The photo was taken on 05/20/2021*

**5. Climate:** The climate of the study area falls within the desert climate, which is characterized by high temperatures. At the same time, the high temperature in the summer is an attractive factor for tourists, especially during the months of July and August, as it is more flocked by tourists from the governorates due to the presence of Lake Habbaniyah and its use for swimming and riding the boats, as well as the arrival of young people who live in the areas near the Euphrates River to the river for tourism, fishing and recreation.

**6. Terrain:** The surface of the study area is characterized by flatness in general, and this has a positive effect, such as the ease of extending land roads and establishing a railway, since the study area needs good paved roads and facilitates traffic on them, as well as the presence of large areas that can establish airports and build tourist facilities.

**Human potentials in the study area:**

**1. Security situation:** The tourism sector is one of the sectors that has the most influence on security events and conditions, because security and stability are among the most influential factors on tourist attractions. As the safety of tourists comes at the forefront of the foundations on which the problems related to the safety of tourists, whether real or expected, negatively affect the level of society in general and the study area in particular, in addition to the presence of checkpoints, as tourists need free movement without restrictions imposed by the controls and checkpoints This leads to a delay in their arrival to the tourist places, as Anbar governorate has

become one of the governorates that enjoy security, stability and internal harmony after the 2014 military operations that occurred in the last period.

**2. The cultural level of society:** the social structure in the study area, which is mostly rural and urban, and this led to the difference of each class from the other, as families in rural areas formed the basis for the agricultural process, but in cities, they differ according to different regions and neighborhoods within them. Others, which enjoy a civil mind, have small families, and in view of the conservative clan nature in the study area in particular and the Anbari society in general, there must be facilities and places for tourism that suit the customs and traditions of this society. It is necessary to provide large green spaces, especially on Lake Habbaniyah, and to build chalets and houses that are isolated from each other, as well as the good economic situation of the population has a positive role in the demand and frequenting of people to tourist and recreational places.

**3. The role of the media in tourism:** The media is the mirror that reflects the activities and efforts of all the elements and tourism activities, as it is one of the factors of attracting and directing people to the tourist area, especially for those who did not previously come to the tourist facilities in the study area and also depends on the media, promotion and publicity. Before society, it means the success of the tourist attraction. In the recent period, it has been observed that the role of the media in the tourist city has revived through special pages on social networking sites (Facebook, Instagram) as well as satellite channels that reflect the tourist reality in the region and show it to the whole world.

**4. Infrastructure services:** The study area has a network of good transport roads, but some of them need rehabilitation, especially the roads leading to the tourist city in Habbaniyah, which suffers from failures and cracks because it is a one-way road for all types of vehicles, including heavy type wheels. In picture No. (2) we find tourism projects in the region that did not take advantage of river transport due to conditions and state policy. Therefore, it was noted that they are limited to the use of individual or group boats within the tourist place. As for the other services available in the study area, including sewage and electricity networks, as these services are the basis for launching tourism development in the region and a basic pillar for any project to be established, as they are not only available for tourists, but include areas Residential located within the geographical location of the tourism project. The availability of electric power within the Habbaniyah resort was well noted, due to the presence of a high-pressure station near it, in addition to the presence of private generators within the city. As for water, it can be said that the amount of water available helps to establish tourist facilities in the study area.

**5. There are many historical, archaeological and religious sites in the study area.** These religious and archaeological sites can be an important tourist and cultural destination if the Ministry of Tourism takes care of them and effects. Many archaeological sites are located in the Al-Saqlawiyah region, which was called (the ancient city of Anbar), as well as within the boundaries of the Fallujah district, and the antiquities are a non-renewable source, and this calls

for preserving them from external influences and factors from vandalism, as most of them are in a state of burial because most of the people living near it have exceeded the its borders and deducting parts of its lands and annexing them to them. In terms of religious shrines, there are two shrines: Sheikh Masoud in the Al-Madiq area, Habbaniyah district, and the shrine of Sheikh Abi Fayyad in the Saqlawiya region. It is still built.

**Picture No. (2): The road leading to the tourist city**



Source:

The photo was taken on 3-4-22021.

### **Tourism planning criteria:**

Tourism planning is of great importance for the development of tourism, because tourism is a behavioral and cultural phenomenon on the one hand, and a social and economic phenomenon on the other. And future plans for tourism projects to achieve rapid growth at the tourism level through the implementation of tourism programs in a coordinated manner. Without knowledge of planning standards related to tourism development, a strategy cannot be developed. Therefore, in this topic, it focuses on some global and local standards that are adopted in tourism planning for the purpose of achieving tourism development in the study area, as follows:

1. Development must be part of a comprehensive national plan for all its social and economic branches, because plans that achieve good and important goals reflect positively on others, and tourism development must be one of the strategies for economic development.
2. Infrastructure services such as water, sewage, transportation, electricity, communications and sewage must be provided.
3. Both the public and private sectors must be involved in the planning processes for the development of the tourism sector, in order to achieve broad public participation.

4. Tourism must be dealt with as an economic system with inputs and outputs that are accurately and systematically calculated.
5. Working on the maintenance and protection of tourism facilities and projects, as well as giving importance to the protection of rare tourism resources, whether archaeological, historical or religious.
6. The tourism planning strategy must be flexible so that it is subject to modification and review in order to achieve the general objectives set for the plan. With the possibility of changing the course of the plan in the event of the emergence of emergency and new possibilities or even obstacles that were not taken into account during the preparation of studies and the development of alternatives.

**First: the advantages and benefits of tourism planning:**

1. Planning contributes to identifying and maintaining tourism resources and benefiting from them appropriately at present and in the future.
2. It provides an appropriate ground for the decision-making method for the development of tourism in the public and private sectors, by studying the current and future reality, taking into account the economic and political matters decided by the state to develop tourism.
3. It helps to increase the economic and social benefits through the development of the tourism sector.
4. It helps to develop detailed plans to raise the level of tourism for some distinct and backward areas.
5. Planning has a major role in the continuity of tourism development evaluation and the continuation of progress in developing this activity and emphasizing the positives and overcoming the negatives in the coming years.

This activity and emphasizing the positives and overcoming the negatives in the coming year. This is what we will try to take advantage of in developing a strategy for tourism development in the study area.

**Second: The stages of preparing the development plan for tourism:**

1. Determining the general objectives of the tourism development plan through the study of the reality of the situation within the available possibilities.
2. Conducting detailed and field surveys on all the possibilities that the plan may include and on the areas covered by the plan for the development of tourism, and analyzing the information statistically in order for the planners to be entrusted with developing the alternatives for the plan.
3. Studying the reality of the tourism potentials and obstacles in the study area.
4. Choosing better alternatives and alternatives by analyzing the economic costs and benefits of each alternative in a scientific manner through which the alternative that is most suitable and which can achieve the objectives set for it with the least cost and least effort can be selected.



Providing financial resources and administrative and technical structures capable of implementing the best alternative.

### **Tourism development trends in the study area:**

#### **First: Developing the tourist city in Habbaniyah:**

The tourist city is located on the southern bank of Lake Habbaniyah within the administrative boundaries of the Habbaniyah district, and it is the only tourist resort in the governorate in Iraq as well. And a strong tourist attraction for most people from Baghdad and those provinces. And it has other ingredients that help to invest it properly through the development and expansion of the available tourism ingredients that develop the reality of tourism in the study area. And that this expansion will add aesthetics to the city, so that there is a greater desire to accommodate large numbers of tourists, as well as it is possible for it to compete greatly with all tourism projects inside Iraq because the history and reputation of this tourist resort requires everyone to pay attention to it and develop it properly because through the visit we noticed that Paying attention to all service and recreational aspects of the tourist city, as there are spaces devoid of the lowest tourist and recreational requirements. It is not hidden from anyone that the tourist city suffered from unintentional sabotage by the displaced during the recent military operations. The city's self-governance due to the lack and lack of government support for it.

Through the field visit and exploration of the tourist city and the interview with officials within the tourist city, a future development idea for the tourist city was formed that includes several axes and we can define them as follows:

1. Developing and dividing the plazas to be a large part of them for families only and another part for the youth, and not allowing young people to approach the places of families, distributing umbrellas and terraces, providing bathrooms, toilets and kiosks along the plan to serve the tourists.
2. Paying attention to the places of tourist accommodation and developing the homes to be more suitable for receiving visitors and furnishing them with the best furniture, especially in which there are many houses that are not suitable for housing because they are highly destroyed because they belong to an investor who failed to rehabilitate them, and the hotel is not currently suitable for housing at all.
3. Lighting the city from the inside and decorating it with light flyers to be more attractive, especially at night time, and paying attention to water fountains and establishing them in a modern style. We need dancing and light fountains to add beauty to the tourist city, as well as installing large screens in the squares.
4. Painting the sidewalks and widening the streets because the street does not exceed 7 meters in width, and pay attention to the guiding points inside the tourist facility.

5. The tourist city needs to pay attention to afforestation, as it has suffered from cuttings to be used as fuel during its residence by the displaced, and it needs new planting of trees, roses, green spaces and shade trees. It also needs to make a fence of tall trees that consists of a wind and dust barrier because it is located within a desert area, especially the area. It also contributes to lowering temperatures, as it contributes to easing the atmosphere.
6. The city needs advanced games for children, because families are always looking for the comfort of their children, and there is a future plan to establish a city of games that includes 20 games, but this number is not enough compared to the size and reputation of this tourist resort. There must be games in larger numbers, similar to what is found in tourist resorts in the rest of the provinces, especially in the beloved Kurdistan region, a water city must also be established inside the resort, as well as an electronic games hall and the establishment of a train that circulates the whole city.
7. The city needs a large zoo to include most of the wild and aquatic animals and birds of all kinds.
8. Establishing sports festivals and competitions that attract tourists to the resort by paying attention to stadiums and sports halls, as well as holding seminars and educational workshops for both sexes.
9. Paying attention to the media aspect to inform people about the location of the tourist facility and to promote it for the tourist and recreational services it provides to visitors.
10. Paying attention to boats and yachts, since the lake is one of the largest and most important tourist attractions within the tourist resort, establishing a marina and water piers to facilitate the work of boats and yachts, paying attention to safety means for visitors and encouraging water skiing and swimming competitions.
11. The tourist city is still old-fashioned and lacks new engineering touches and keeps pace with the development and progress the world is witnessing. Its buildings are still the same ones that were built in 1979 and they have not undergone any modernization or good appropriate designs.
12. Given that the tourist city is surrounded by large empty and untapped areas, it is necessary to expand the tourist city and establish new facilities on it, such as planting forests and creating artificial waterfalls, and it is even possible to establish nature reserves that include numbers of animals and birds and the provision of transport vehicles to enable the tourist to move quickly and smoothly within touristic city.
13. Paying attention to the roads leading to the tourist city. We noticed that the road leading to the resort is one side and there are damaged places and potholes because the road is used by trucks and tippers that bring in construction materials, and the road lacks directional signs. The lack of interest in landscaping and decorating the sides of the road reflects a beautiful and positive image of the tourist resort, and this is the responsibility of the Tourism Administration and the Directorate of Roads and Bridges.

14. The city needs to have workshops for the maintenance of visitors' cars, since the city is relatively far from the city centers, so craftsmen should be encouraged to open their workshops near the tourist facility.
15. Reconstruction of the main hotel and restoring its tourist services, rooms and accessories such as restaurants, cafes, gardens and event halls, provided that they are of a high level of arrangement and care.
16. Since the country is going through a financial hardship due to the conditions in which it is living, and which is facing difficulty in financing projects financially, so it is possible to go to foreign investments by referring projects to investment destinations that have the ability to establish it, in addition to activating the role of the private sector and setting laws that facilitate and support investment through Grants and long-term tax exemptions and their contribution to the land on which the project can be built.

### **Second: Al Tharthar Tourist City:**

After we reviewed the characteristics of the tourist city in Al-Tharthar, which was destroyed due to military operations and had many services, whether urban, infrastructure, community services and the role of housing, and the reason for their being of an important geographical location and characterized by excellent natural characteristics because of the presence of a large water body that represents Lake Tharthar, and then the presence of a sandy coast It can be a refuge for people who desire swimming tourism and swimming sports in this place and then the availability of the roads leading to it, as it is close to Fallujah and Baghdad, the capital, which is characterized by a large population density who need a tourist complex close to them, as it is not far from the capital and thus it can be a resort An important tourist destination that serves the residents of Anbar and Salah al-Din governorates. Several proposals can be put forward for the reconstruction of this city:

1. Reconstruction of the infrastructure for tourist accommodation services represented by hotels, cafes, game halls and casinos, which are the main interface for receiving tourists and guests, which requires providing the service in proportion to them.
2. Reconstruction of the existing residential area, which was destroyed as a result of military operations.
3. Arranging the sandy coast, cleaning it, creating umbrellas and terraces, and preparing it to receive tourists from visitors. It is even possible to hold ski races and swimming on its banks, and to provide yachts and boats, large and small, while providing the safety needs of visitors, especially children.
4. Rebuilding the infrastructure from electricity services (we can add solar power stations because the area is large and there are large desert areas in it).
5. Taking care and providing the necessary services such as health, natural, educational and security, because the area is located outside the cities, and such amenities must be available in it, and the security aspect must be emphasized, because when the visitor comes from distant governorates, he must feel completely safe enjoying his tourist tour.

6. Providing modern means of transportation from the nearby cities to the tourist city to enable the tourist to reach it as soon as possible and with the least effort and take care and rehabilitate the roads leading to the city and provide them with clear indicative signs.
7. Paying attention to the media aspect at all levels through satellite channels and social media to convey a true picture of the level of security and services within the tourism establishment.
8. This resort must be invested by the state or an investor to promote this important tourist resort as it is a resort in which all the natural possibilities are available to be an important and great tourist destination that serves all the people of the region to be a strong tributary to the local economy and also contributes to the employment of many manpower.

### **Third. Encouraging desert tourism:**

Desert tourism is no less important in terms of geomorphology than other forms of tourism, whether it is marine or river tourism. We hope from the responsible authorities to support the desert region through direct support or by encouraging investment, and we have noticed in the recent period that most people are attracted to the desert regions to search for calm and enjoy the desert atmosphere, especially in the spring, due to the beautiful nature of the desert region and the spring period with flowering and beautiful landscape.

Most of the residents of the study area from Arab tribes and clans like to go to the desert because it is quiet and far from the noise and hustle of cities. It is possible to put some proposals to contribute to the advancement of the tourism reality in the desert region.

1. Focusing on desert tourism as an important natural component of tourism because it does not require huge investments or advanced tourism facilities.
2. It is possible to exploit rainwater in the winter and store it in earthen dams and make artificial lakes in depressions and valleys to create a suitable natural environment for the establishment of recreational and tourist resorts.
3. Various geomorphological phenomena can be invested in recreational activities, especially motorcycle and car races, and even horse and camel races, and highlighting them in the media to attract and encourage tourism.
4. It is possible to establish nature reserves and settling animal species because the area is wide and extensive, which allows making it a suitable natural environment for the settlement of these animals.
5. The security situation has an important and active role, and its relationship to tourism is complementary, as if all desert areas invested in tourism, the outlaws would not have a refuge and a foothold in it. Also, when security is stable, people and families are encouraged to go out with tourism tours in the desert areas.
6. Paying attention to the infrastructures suitable for the desert environment, such as constructing a network of roads that reach the farthest area in the desert. It is also possible to establish electric stations on solar energy, since the area has a desert climate that is sunny most of the year and has a wide flat land.

7. Establishing a green belt (part of the national belt), which has an effective role in reducing the temperature in the summer, reducing the effects of desertification and dust storms, and creating green areas that are the nucleus of a tourist attraction.

#### **Fourth. Encouraging religious and archaeological tourism:**

Being an essential and important part of tourism activities, it is no less important than recreational and environmental tourism, as it is of a heritage nature in the main and includes historical and religious places on the remnants of previous civilizations such as popular markets and archaeological and religious sites such as mosques, shrines and places of worship. There are no large and well-known archaeological sites in the study areas except for the hills and remnants of archaeological sites such as the Hasiwan site and the Al-Jaghifi site, in addition to many of the sites previously mentioned in Chapter Three. Religious and archaeological tourism has an important and significant role in encouraging the excavation of antiquities and ancient civilizational places, and archaeological and religious tourism represents a strong attraction for pioneers because it represents a time period ago for humans who lived and practiced activities in those eras. Antiquities are a non-renewable source, and this calls for attention and preservation from any acts of theft or sabotage, and even from harsh and difficult weather factors such as rain and strong winds, being strong erosion factors that can lead to the demolition and damage of these archaeological sites. The archaeological sites in the study area are not qualified to be major tourist attractions because they suffer from neglect, so a development plan can be drawn up for these sites through the following:

1. The central government and its concerned departments (the Ministry of Tourism and Antiquities) must reconstruct and restore what can be reconstructed and restored from these sites, especially religious sites and shrines.
2. Holding historical exhibitions for each archaeological tourist facility to inform people of these sites and their historical importance, and represent a clear picture for people on the activities of people in those eras.
3. Holding training and development courses for the tour guides so that they have full experience and knowledge about these archaeological sites.
4. Activating the law not to overstep the borders of these archaeological and religious sites through protection by the state.
5. The Anbar Antiquities Department should take care of excavating inside and outside the archaeological sites in the study area.

#### **Fifth. Encouraging the Investment of the Euphrates River:**

The Euphrates River is a natural and important component in the tourism sector. If it is properly and deliberately invested, it can be made an important tourist destination that people resort to, especially in the summer due to the high temperatures, as most young people resort to swimming and fishing. It can be optimally invested through: -

1. Construction of cornices on both banks of the river. These cornices are equipped with umbrellas and terraces, and kiosks for selling juices and drinks are placed on them. As well as creating special lanes for running and cycling.
2. Establishing restaurants and casinos on the river, because most people are looking for calm and away from the crowds and hustle of cities.
3. In view of the abundance of large lands near the river, they can be invested in by constructing public parks and gardens and even recreational places for children, especially in the strong bends that can exploit the spaces located and confined between the bends of the river.
4. Encouraging water sports such as swimming races, even water boat races and fishing.
5. Exploiting the river islands that lie in the middle of the river, as they can be casinos, restaurants, or even beach playgrounds, such as volleyball.
6. Encouraging investment by providing facilities to owners of capital instead of investing in other countries, which has a role in developing the economy and employing manpower.

#### **Sixth. The new tourist city:**

As a result of the great importance of the location of Lake Habbaniyah being a large water body located within the desert climate suitable for tourist activity through the experience of the old tourist city, which was an important tourist attraction in the past and now it has started to be active recently.

Responsible authorities began to think about the establishment of the lakeshore investment in the area facing the eastern district of Husaybah, and Anbar Governorate proved more than one proposal and the most popular proposal and obtained approvals for the design of the new city on Lake Habbaniyah and its location was determined as it is located on the northern bank of Lake Habbaniyah, which lies between the city of Fallujah and gray. It is about 10 km away from the present-day Ramadi, and it is located south of Husaiba Al Sharqiyah district. The location of the city is generally flat with a slight slope towards the water surface, which is part of the desert plateau. The city is characterized by the presence of soil ranging from sedimentary in areas that were covered by the lake Sandy desert soil or valley soil, and the site is far from environmental pollutants, as it has a relatively mild climate due to the impact of the water body. As this site has great importance for the city, especially the presence of the lake, which gives it great tourist importance. The project area is about (243) dunums, and it includes housing units about 16000 units and the number of floors (300) villas, in addition to the presence of recreational places, gardens, schools, kindergarten, hotels and restaurants. If this city is established with these specifications, it will be a regional resort that will have a wide impact not only on Anbar Governorate, but on Iraq as a whole, especially since this city includes tourist resorts as well as educational services, a research center, hospitals and gardens that contribute to the tourism industry and achieve an economic boom for the province and the population of the region.

**Figure 1: The scheme of the new tourist city in Habbaniyah**

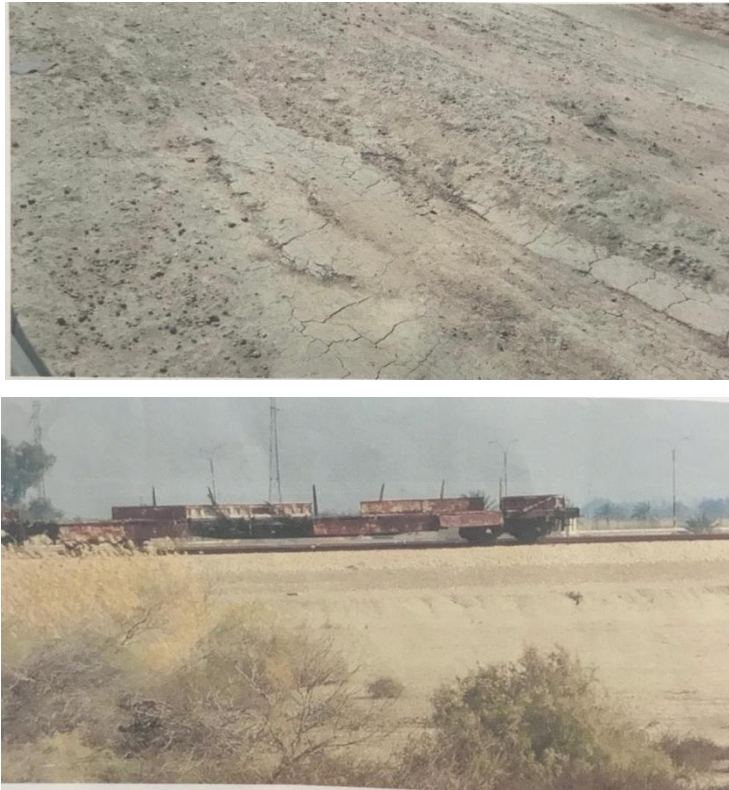
Source: Muhammad Dolf Ahmed, Nisreen Awad Al-Jassani, the possibility of investing geomorphological phenomena in tourism activity, research published in the Journal of the Faculty of Arts, Menoufia University, Egypt, Volume 31, Issue 123, Part 2, 2020, p. 11.

**Obstacles to conducting tourism activities in the study area:**

1. Weak infrastructure services such as sewage networks and power plants, and the lack of parking spaces, signposts, and public parks. These services are the mainstay of any tourism project, as their availability is not limited only to tourists, but also includes the local population who are within the geographical location of the tourism project. The study area, despite the availability of elements suitable for tourism purposes, but suffers from weak infrastructure services and this led to the lack of investment Extensively on the tourist side.
2. The inefficiency of the paved roads, as most of the roads in the study area suffer from failures, and most of them are old in one direction, including the roads leading to the tourist city, which is still not received as picture (3) the attention by the responsible authorities. As well as the lack of river transport in the study area due to the policy of the state, as it was noted that the study area is limited to small boats used for fishing and entertainment purposes, as in the picture No. (4).
3. Weak government support for the development of tourism projects in the study area, as we find that the tourism side receives little from the state budget allocated to the governorate compared to the rest of the activities despite the economic importance of this activity, but the lack of allocations prevented the development and establishment of tourism facilities in the area The study As a result of the destruction that the study area went through from 2014 to 2017, there are some companies that have invested some areas, including the establishment of the summit park in the district of Habbaniyah.

Picture (3): The road leading to the tourist city





Source: Taken by the researcher on 4-3-2021

Picture No. (4): River boats in the tourist city



*Source: Taken by the researcher on 4-3-2021*

1. The existing government policies in the governorate and the accompanying administrative and financial corruption, the absence of the role of scientific competencies in preparing the correct plans, and their reliance on old planning in the establishment of tourist facilities, in addition to the waste of funds allocated to projects, which negatively affected the overall necessary services in the study area.



2. Poor planning for tourist attractions and the prospects for their development could be a negative indicator of the weakness of tourism, as the tourism sector, like the rest of the sectors, does not receive priority despite being an important sector of economic development in the governorate in general and the study area in particular.
3. The lack of tourism investments, as tourism investment is one of the important economic activities in the field of tourism despite the availability of natural and human components in the study area, such as investing places overlooking the river, including the Euphrates River, to become a developed tourist landmark, as well as investments in the field of tourist accommodation such as hotels, restaurants and tourist homes.
4. 7. Weak publicity and advertising for the tourist facilities in the study area prevented their investment. It is not possible to achieve a tourism renaissance unless there is a successful marketing process for the tourism project in a way that raises the desire of the tourist to visit this project.
5. The lack of tourist facilities, whether hotels, restaurants or casinos with a specialized tourist classification, as there is only one tourist hotel in the study area, which is the tourist city hotel in Habbaniyah for housing, and it is now unfit for housing as in picture (5).

Picture No. (5): The tourist hotel for the residential houses in the tourist city



Source: From the researcher's work on 4-3-2021

6. Archaeological areas in the tourist area indicate that these tourist attractions are present, in addition to the tourist attractions, in addition to distinctive signs, enabling the tourist to reach them, as in the shrine of Abi Fayyad.
7. The reluctance of many families, families of Anbar, which are governed by customs and traditions, as some people do not want to go to tourism, especially rural and tribal, because of the presence of some tourists who enjoy openness.

8. 11. The study area lacks parks, restaurants, and cafes, as there are only three parks and one corniche in Fallujah district, as these parks were not at the required level for many visitors on holidays and occasions, as the absorptive capacity of the study area's population is not enough (498,754 thousand people). And some of them do not serve the residents of the area, including the public garden park in Fallujah district, because its location is not suitable to go to it because of the proximity of the market and the noise of cars passing by, in addition to the absence of a parking lot near it.
9. There is a park in the Habbaniyah district, Al-Shuhada neighborhood, and on the side of the main street. Completely removed all the games from it. We hope that the responsible authorities will restore it to its previous era, provide it with different games and plant it, especially as it is adjacent to the nursery of the Al-Khalidiya municipality, which will facilitate the process of planting it to be a free outlet for the people and children of the area and to be a beautiful front for the eastern entrance to the Habbaniyah district.

Picture (6): The neglected public garden park in Khalidiya City



Source: Taken by the researcher on 4-3-2021

## Conclusion

Planning for the industry and development of tourism activity is one of the scientific methods through which the objectives set in the tourism development strategy can be achieved.

In this research, the components of tourism were studied in the districts of Fallujah and Habbaniyah, whether they were natural or human components, as well as the detection of obstacles that hinder the process of the tourism industry.

In conclusion, the study developed a strategy for tourism development in the study area, which oriented towards the possibility of developing the current tourist sites and finding new tourist sites according to the possibilities available in the study area.

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