

# The foundations of heritage tourism and its impact on tourism development through the tour guide - an exploratory study - Department of Antiquities and Heritage in Baghdad

<sup>1</sup>Dr. Khulood. W. Jassim Al-ogaili  
AL-SALAM UNIVERSITY COLLEGE, Department of Tourism Sciences

<sup>2</sup>Prof Dr. DINA HAMID JAMAL  
Department of Tourism, College of Tourism Sciences , Mustansiriyah University  
,Baghdad , Iraq

## Summary

The research paper aims to establish scientific foundations and mechanisms to determine the importance of heritage tourism, especially since the world today has increased its interest in heritage sites because heritage represents the only element that has the ability to link the current society with its historical roots because it represents a great historical and cultural value, and can be considered a sustainable economic resource, as Sustainable tourism development aims to take into account the needs of tourists and protect tourism resources for future generations. Therefore, the importance of research emerges in trying to identify the relationships of influence and influence between the two variables and then come up with conclusions and recommendations that contribute to increasing the relationship and impact between heritage tourism and sustainable tourism development.

Key words: heritage tourism, sustainable tourism development

## Introduction

The tourism sector has occupied great importance, especially in the second half of the twentieth century in most countries, and this is due to its important role in economic, environmental and social terms, as well as its protection of heritage and historical monuments, and it is considered an important resource for many countries, so it was necessary to stand on the pillars of heritage tourism Knowing the extent of their potential to develop and become a sustainable resource that satisfies the needs of the current host societies while ensuring that future generations benefit from them.

Based on the foregoing, the definition of heritage tourism, its importance and objectives and its most important requirements in the first topic were dealt with in this

research paper. As for the second topic, the concept of sustainable tourism development, its importance, goals and principles were addressed, while the third topic dealt with the field aspect of the study that deals with the statistical package (SPSSv.26) And then come up with conclusions, recommendations and conclusion of the paper and then a list of sources and references.

## Research Methodology

### First: the study problem

Despite the diversity of cultural heritage in the city of Baghdad, this tourist diversity has not been employed in a way that achieves sustainability, which results in waste in economic development opportunities and increased national income. The main problem is the difficulty in achieving a balance between preserving heritage sites and achieving sustainable tourism development. Through the activation of policies and plans to preserve urban heritage, so this study (the pillars on which heritage tourism is based and its impact on achieving sustainable tourism development) seeks by searching for obstacles and difficulties facing this type of tourism.

This leads us to raise many questions that will be answered in the body of the research:

### Search questions:

- 1What are the pillars of heritage tourism?
- 2What is the effect of heritage tourism on achieving sustainable tourism development?
- 3Knowing the relationship between heritage tourism and sustainable tourism development.
- 4Setting plans and methods to develop heritage tourism and preserve it to achieve sustainable tourism development.

### Second: The importance and objectives of the study:

Adopting the foundations of heritage tourism in developing the tourism sector

Employment of heritage sites for sustainable tourism

Knowing who will be the heritage tourism and its foundations in the future.

Adopting the foundations of heritage tourism in achieving sustainable tourism development.

Looking at the tourism development for the heritage tourism pillars, as it is one of the most important tributaries of tourism.

Heritage tourism, especially one of the most important elements of tourist attraction at the global level.

-Preserving and highlighting heritage, as it contributes to providing tourism with elements that attract important resources for sustainable tourism development.

Third: Research community, sample and method

The research uses the collection and analysis of data to reach results through the use of descriptive analytical by distributing a questionnaire to a number of managers working in the Ministry of Culture and Antiquities, as 130 forms were distributed and 124 of them returned and 8 questionnaires were excluded because they are not valid for analysis.

Fourth: Research hypotheses:

There is a significant correlation between heritage tourism and the dimensions of sustainable tourism development, and the following sub-assumptions branch from it:

-1There is a significant correlation between the pillars of heritage tourism and economic sustainability.

-2There is a significant correlation between the pillars of heritage tourism and social sustainability.

-3There is a significant correlation between the pillars of heritage tourism and cultural sustainability.

-4There is a significant correlation between the pillars of heritage tourism and environmental sustainability.

There is a significant relationship of influence for heritage tourism in the dimensions of sustainable tourism development, and the following sub-assumptions branch from it:

- 1There is a significant significant influence of heritage tourism on economic sustainability.
- 2There is a significant impact relationship of tourism to the heritage pillars on social sustainability.
- 3There is a significant impact relationship of heritage tourism on cultural sustainability.
- 4There is a significant effect relationship of heritage tourism on environmental sustainability.

Fifth: The hypothesis of the research

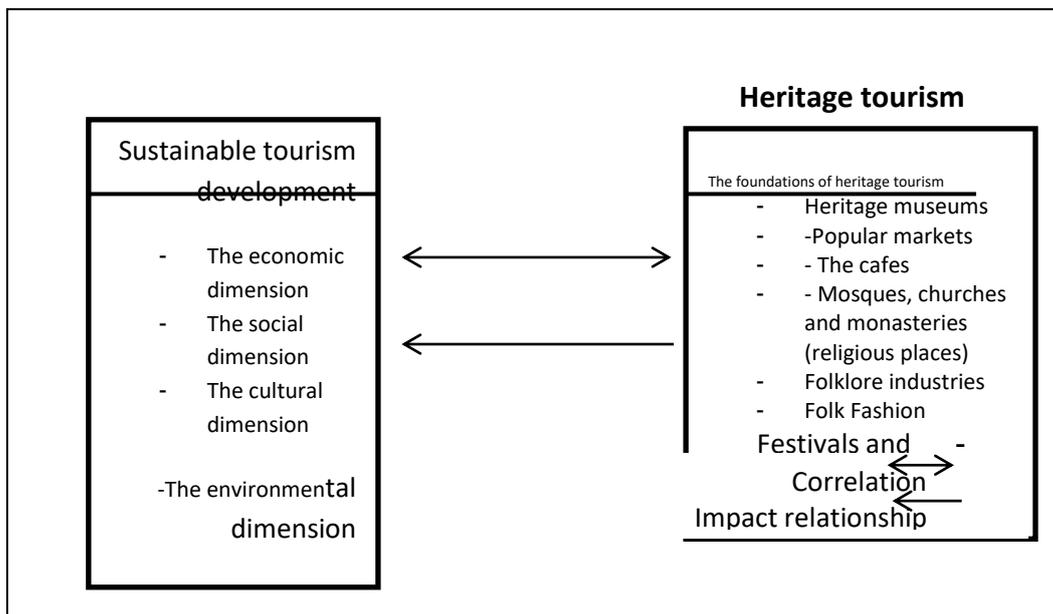


Figure 1

Search hypothesis

Source: Prepared by researchers

The first topic

## Heritage tourism

### First: the concept of Heritage Tourism

Heritage tourism is a legacy that reflects the human civilization of the country and a national wealth, tourism plays an important role and through the tour guide in achieving sustainable tourism development, which is unique and not similar to other types of tourism because it carries the characteristics and components of the country through heritage sites and their foundations such as museums, heritage markets, and cafes , Exhibitions, festivals, and these foundations, which are heritage tourism, a defining tool for all its foundations, expressing the culture, beliefs, customs and traditions of the country, and the tool is to identify the identity, personality and reality of the country (Horiinuch, 1972: 161.)

It is defined as "all the assets and assets left by our forefathers and parents, which are represented in all civilizational achievements and in all its different forms" (Obaidat, 2000: 105). It is a type of multiple tourism patterns and is concerned with the folklore of sites, places, markets and cafes. It is known as "the experience of traveling and tourism to sites with cultural and historical activities represented by the architectural style and originality of stories and tales for people from the past to the present and preserved and presented to tourists through the tour guide." Heritage tourism was defined as "sustainable development based mainly on multiple pillars and characterized by creating a balance between the tourism sector and other sectors".

### The importance and objectives of heritage tourism:

Heritage tourism plays an important role in moving tourism activities through the role of the tour guide to meet the desires and needs of tourists and achieve sustainable tourism development and contributes to:

-1Revive the foundations of heritage tourism, educate and educate the community, and transfer and communicate the tourist message in a convincing and effective way through the tour guide, with its importance.

-2Using the pillars of heritage tourism and providing financing for their preservation, maintenance and maintenance.

-3 Finding new job opportunities and entry into the country by stimulating the positive image of heritage tourism.

-4 It is embodied in preserving and enriching the heritage and cultural heritage, including the neighborhoods in the memory of citizens and tourists. (Al-Jumaili, 2018: 104.)

-5 It aims at innovation and creativity in presenting the pillars of heritage tourism to attract more tourists.

-6 Distributing and creating new, diverse and coordinated tourism projects for all the pillars of heritage tourism in a way that suits the needs and desires of tourists (Al-Dabbagh, 2014: 169.)

-7 It works to bring new values and traditions in line with the environment surrounding the individual, which aims to raise the standard of living and development of the individual and society.

-8 Heritage tourism aims to provide information, concepts and skills through the tour guide locally and internationally to spread the country's obstacles globally in line with the principle of globalization.

The foundations of heritage tourism:

Heritage is one of the most important pillars of tourism, as it is one of the most important components of the country's historical, civilizational, intellectual, archaeological, cultural and social, and it is a summary of what was left by previous generations of the present generations and highlights its national and national features. It is a source of a sense of beauty and human behavior and gives credibility to the definition of the present and satisfy the passion in linking the present to the past and gives credibility to thinking (Al-Sarayrah, 2017: 41). Tourism contributes to understanding, developing, preserving, exploiting and displaying heritage in an optimal way through workers and tourist guides, and contributes to the promotion and demand for it as heritage tourism is based on many and varied pillars dominated by the cultural, historical, religious and cultural nature, practices, customs and traditions of the country and are the products of the social, economic and urban life of the country on Several historical stages, including:

1-Heritage museums: The museums are one of the most prominent tourist attractions and a destination in every tourist country and one of the pillars of heritage tourism through acquisitions, relics and treasures of heritage value and artistic works and contributes to preserving the cultural, social and artistic heritage of societies and an important resource for tourism development in all its forms and types and an economic resource such as The Baghdadi Museum, the jeweled hospice museum, which preserves the history of the Baghdadi heritage in all aspects of life and attracts the largest number of tourists.

2-Buildings, antique houses, chanachel and streets: It is one of the architectural features of a beautiful identity for the city of Baghdad, which is a destination for heritage tourism, such as Al-Rashid Street, Al-Mustansir Street, Al-Mutanabbi Street, Shaasu Palace, and many heritage houses in the city of Baghdad.

3-Heritage markets, including: It is one of the pillars of heritage tourism and markets, and it forms a specialized region for all commercial, cultural, social and tourist activities, and it has the ability to attract all segments of tourists at all times and occasions, and contributes to development through cultural goods and products that represent the heritage and culture of the visited country for its products. Food industries, local sweets, antiques and folklore industries represent the country's civilization, history, customs and traditions. Such as Souk Al-Shorja, Al-Saffaren, Al-Kazimiya Autoradic Market, Al-Saray Market, Al-Sarragin, Al-Ghazl, and Haraj Market

4- Heritage cafes: such as Shabandar Café, Hassan Ajami, Al-Zahawi Café, and Umm Kulthum Café, and tourists and citizens go to it for stories and stories of social, political and economic life, details of daily life and a Baghdadian flavor that attracts tourists greatly .

5-Heritage industries, craftsmanship and souvenirs: Heritage industries represent the roots of industry in human history and are part of the culture of society and are characterized by privacy and rich diversity. Traditional crafts such as jewelry, embroideries, porcelain, copper, crockery and rugs are characterized by artistic forms with touches of reality and a beautiful past.

6-Heritage fashion and clothing: Popular fashion is a mirror of the development that society is witnessing through its various historical stages. It is a living piece of history and expresses the overlap and exchange between its diverse and distinct spectrums that are related to the customs and traditions inherited and it is one of the important pillars in heritage tourism.

7- Heritage festivals, events and exhibitions: Festivals and exhibitions highlight important aspects of the social, economic and cultural life of the country's heritage and history, display of its products and arts, display of goods and crafts, and a market that supports productive families and achieves sustainable economic and tourism development.

The second topic

Sustainable tourism development

First: the concept of sustainable tourism development

Tourism development is an integral part of national development to create a country as it seeks to invest all natural and human capabilities, whether alone or collectively, to cover tourism demand, whether internally or externally.

To find out the vocabulary of the concept, it was necessary to address the concept of tourism development and then sustainable development to reach the concept of sustainable tourism development.

Many researchers and writers differed in defining the concept of tourism development. He pointed out (Malukhia, 2007: 97) that it is "a process that begins to be implemented after a complete and planned scientific study within the framework of integrated planning for economic, social and environmental development as a whole or within a region of countries where the elements of tourism development from Elements of natural and civilizational attractions, or both "while he (Al-Jallad, 2006: 37) saw it as the various programs aimed at achieving a continuous and balanced increase in tourism resources and deepening and rationalizing productivity in the tourism sector as a complex and complex process that includes related and interrelated elements with each other and is based on Scientific and practical Try to get to the best use of the elements of the tourist production initial public basic facilities and tourism

based on scientific and technological progress and linking all with the elements of the environment and uses of renewable energy and the development of human capital resources to carry out its role decree in development programs" .

As for the concept of sustainable development, researchers and writers also differed in defining its concept. (Hassan, 2007: 11) indicated that "the organization consumes its resources in a way that leads to the growth of net rights in it and the achievement of an adequate volume of cash flows, which leads to the continuation of the organization through the coming accounting periods." . Dasgupta (2007: 2), however, referred to it as a "long economic program that takes into account both present and future generations alike without exposing them to decay".

While the concept of sustainable tourism development, which revolves around how to manage the natural resources of the host societies, especially when economic prosperity is sought by protecting cultural, natural and social capital as well as exploiting natural and human tourism resources and investing them in a manner that ensures raising the efficiency of workers. And achieving prosperity for society today and for future generations to the extent achieved" .

Therefore, the opinions of researchers and writers on this concept have multiplied so we had to present some of them in a way that suits our research topic as it defined sustainable tourism development as "an activity that preserves the environment and achieves economic and social integration and elevates the architectural environment as well as it is the development that corresponds and encourages the needs of tourists Existing host communities and ensuring that future generations benefit "(Kafi, 2012: 32). While it was expressed by (Omeish, 2013: 23) as "a method of development that manages resources in a manner that achieves economic, social and aesthetic benefits while maintaining cultural integration and the continuity of ecological processes, biological diversity and the basic necessities of life".

Sustainable tourism development has been defined by the heritage and cultural characteristics as "focusing on the efficient exploitation and management of resources to meet economic, social and environmental needs, provided that this development process is carried out while preserving the heritage and cultural characteristic of the wildlife cycle, biological diversity and natural life support systems in the host country" (Shirawi, 2002: 62.(

Based on the foregoing, we see that sustainable tourism development can be implemented in the tourism sector after conducting integrated scientific studies and research within the framework of integrated planning for environmental, social and economic development within any country with the aim of reviving it without harming the cultural, environmental and social nature in a way that guarantees achieving the goal of satisfying the needs of the current generation And future tourists.

#### Second: The importance and goals of sustainable tourism development

The opinions of researchers and writers differed on the importance and goals of sustainable tourism development, but everyone agreed that it will achieve many advantages, especially for those that are related to the tourism sector, according to the views of (Tubb, 2003: 477), (Abdul Basit, 2005: 57), (Essani, 2010: 18), (Al-Kumairi, 2012: 104), (Kafi, 2017: 102), (Al-Mousawi, 2019: 76) as follows:

- 1It contributes to improving the tourist experience as a result of the repeated visit.
- 2It helps to sustain natural resources through optimal use in the tourism sector.
- 3It is based on achieving a balance between the needs of tourists and tour operators in the host societies.
- 4It works to increase the number of potential tourists from the total number of prospective tourists.
- 5It helps revive the country's cultural heritage by promoting tourism, especially for cultural tourism.
- 6It develops permanent tourism for all tourist regions in proportion to the needs of tourists.
- 7It contributes to achieving social, economic, cultural and environmental development.
- 8It works to create cultural entertainment programs for tourists that contribute to the transmission of positive tourism images, which in turn contributes to indirect promotion, especially of them to cultural tourism.

-9Encourages the exchange of tourism experiences between the owners of tourist companies and tourist facilities, whether public or private, in order to gain tourists and exchange knowledge between them.

It is worth noting that the United Nations also touched on international sustainable tourism development (SDGS) known to transform our world into some of the goals that were concerned with tourism and were adopted after negotiations of the final document on sustainable development on 25-27 September 2015 in New York, which included (17 goals) as shown in schedule( )

Third: The principles of sustainable tourism development

As a result of the increasing emergencies to spread sustainable tourism development to reduce its environmental impacts, (Bobic, 2003: 4), (Al-Ayeb and Aboud, 2017: 32) have adopted a set of principles that are

As pillars on which sustainable tourism rests, in maximizing the economic, social, environmental and societal aspects.

1- Economic sustainability: It aims to improve job opportunities and the local economy as well as create new job opportunities and new incomes and provide long-term economic linkages between host societies and industries and high profit in the long run and diversify products through the development of tourist activities and promote them among them to adhere to conscious environmental and ethical behavior.

2-Social sustainability: It aims to increase the demand for heritage and historical offerings and to promote cultural exchanges between countries, to create positive changes in values and customs as well as to respect the rights and property of residents, to educate tourists in acceptable behavior and to improve the quality of life by providing the best services in the field of tourism.

3-Environmental sustainability: This type of sustainability contributes to preserving the heritage buildings, historical evidence, and the aesthetic of the tourism area, in addition to preparing studies to assess the impact of the tourism environment on the natural environment and promoting responsible and acceptable tourism behavior among tourists.

4-Local sustainability: aims to provide local businesses with material incentives to encourage entry into tourism business, as well as to ensure a fair distribution of financial returns, and to reduce the impact of business on local communities.

Based on the foregoing, it is clear to us that sustainable tourism development will in the future achieve justice, provide an element of work, and improve workers' wages economically. As for the social aspect, it will preserve the social fabric of host societies and provide safe conditions for tourists, as well as improving the level of well-being Social among societies, while its environmental significance becomes clear to us by preserving the integrity of the ecosystem, observing standards and quality levels in the elements of the environment, and protecting and maintaining its principles and developing them continuously.

Fourth: The dimensions of sustainable tourism development

Sustainable tourism development has four main dimensions represented in the economic, social, environmental and cultural dimension that can be seen as overlapping circles of equal sizes that lead to the presence of a intersection point in the center that represents human well-being, the more these circles approach each other provided that they are not complementary to each other at the expense of Others increased the intersection area, and here the development process requires compatibility between these dimensions to improve the quality of life (Al-Hiti and Al-Muhtadi, 2008: 13). In other words, these dimensions clarify how to optimize the use of tourist sites while preserving the natural environment and the environment. Intensive and cultural by adopting an efficient administration that aspires to achieve the maximum satisfaction of the tourist in order to achieve sustainability and continuity, as shown in Figure (2)

Dimensions of sustainable tourism development

Source: Prepared by the researchers

The third topic

The practical side

Validity and construction of scale:

The researchers employed the statistical package (SPSS V.26); (AMOS V.25) in analyzing the stability of the questionnaire, as the research used a scale to measure the pillars of heritage tourism from (15) paragraphs, through which the variable was measured in the Department of Antiquities and Heritage in the city of Baghdad, so the amount of stability for the independent variable was the pillars of heritage tourism at the general level ( While the adopted variable measured tourism development based on a scale ( ), and crossed (15) items, the amount of the coefficient of alpha kronbach was (0.810), while the value of the KMAO coefficient for the adequacy of the sample size was (0.634), while the value of the explanation variance was Of the rotation matrix (67.532%) with a latent root value (2.000), while the saturation coefficient of the variables was greater than (0.40), thus The researchers will have fulfilled the conditions of exploratory factor analysis, as shown in the results of Table 1) .(

Table 1: Stability coefficient, saturation values, and sample adequacy

Coefficient of honesty	Coefficient of stability	The first factor after recycling	The first factor before recycling	The number of paragraphs	Coding	variable
85%	0.719	0.822	0.675	15	X	The foundations of heritage tourism
90%	0.810	0.843	0.787	15	Y	Tourism development
93%	0.861	0.606	0.643	6	y1	The economic dimension
86%	0.743	0.853	0.730	3	y2	The social dimension
84%	0.704	0.723	0.634	3	y3	The cultural dimension
87%	0.760	0.858	0.751	3	y4	The environmental dimension
2.000					The root of the variance of the factors	
67.922%					Explanation of the total variance of the rotation matrix	

0.634	KMO
78.066	Bartlett's Test ( $\chi^2$ )
0.005	Sig
10	DF
0.787	Total resolution stability

## .2 Exploratory factor analysis of data:

It is clear from the results of Table (2) that the value of the test ( $KMO = 0.634$ ) is greater than (0.50), which indicates the adequacy of the sample size and the value of the (Bartlett's Test of Sphericity = 48.027), and with a degree of freedom (10) and a significant level (0,000). While the value of the latent root of the first factor was (2.039) and the latent root value of the second factor (1.254), which in itself is greater than (1,000), which fulfills the second condition of the conditions for exploratory factor analysis, and by returning to the explained variance of the first factor, researchers find that its value (40.781 %), While the ratio of the explained variance of the second factor in the rotation matrix was (25.089%), so that the total latent root of the matrix was (3.293), as shown in Figure (1), and with the ratio of the explanatory variance of the first and second factors (65.870%), while the saturation values of dimensions were It ranges from (0.852-0.730), so that the two researchers fulfilled the third and fourth conditions of the analysis Exploratory factor .



Figure 1: Latent Root Values of the Rotation Matrix

Table (2) Exploratory Factorial Analysis of Research Data

Cumulative Explained Variance Value of Rotation%	Explanat ory contr ast	Latent root value	The saturatio n ratio after rotation of the second factor	Saturati on ratio after recyclin g for the first factor	Saturatio n ratio before recycling for the second factor	Saturati on ratio before recycling for the first factor	The dimension
40.781%	40.781	2.039	.045	.730	.189	.707	The foundations of heritage tourism
65.870%	25.089	1.254	.741	.305	.606	.525	The economic dimension
			.220	.825	.053	.853	The social dimension
			.087	.792	.334	.723	The cultural dimension
			.852	.159	.858	.119	The environmental dimension
Sig= 0.000		48.027	Bartlet's Test		0.634		KMO test
DF= 10							

.3Discuss descriptive analysis of the search variables (the pillars of heritage tourism, tourism development:(

A- The independent variable obtained the foundations of heritage tourism on an arithmetic medium (4.36) that is very available and practices with a relatively high level of interest (87%) and a standard deviation (0.216), which indicates a high

agreement and homogeneity in the opinions of the research sample about its availability and practice in the Department of Antiquities and Heritage under discussion from During the realization of the sample and its knowledge that it is a type of tourism directed towards culture and history to see the heritage and civilization of peoples in the past, present and future, which made it the second order in the level of practice, application and attention, while the coefficient of difference (5%).(

B- The approved variable of tourism development in the research organization obtained an arithmetic mean ((4.47 is very available and is practiced with a high level of relative interest (89%) and with a standard deviation (0.173) which indicates agreement and homogeneity in the opinions of the research sample on that availability in light of the satisfaction of tourists needs) And to meet their requirements without prejudice to the rights of generations, the dependent variable obtained a relative difference coefficient (4%), so it was the first order.

C- As for the dimensions of sustainable tourism development, the first order for the cultural dimension with an arithmetic mean (4.81) was very high, with a standard deviation (0.246), with a level of relative interest (96%) and a factor of relative difference (5%), while the second arrangement for the dimension The environmental with an arithmetic mean (4.56) is very high, with a level of relative interest (91%), while the coefficient of relative difference (7%) around it by the sample, while the social dimension has got the third order with an arithmetic mean (4.57) that is very available, and with a standard deviation ( 0.302), with a level of relative interest (91%), and a factor of relative difference (7%). Finally, the fourth arrangement of the economic dimension with an average of (4.21) was very available. Q relative level of interest (84%), and the agreement and the homogeneity of the sample through the views of the relative coefficient of variation (6%) and the standard deviation of the level of responses around (.233). From all the previous results, it is clear that the level of interest in the dimensions of sustainable tourism development was high, and with the agreement and homogeneity of the sample, which made the adopted variable practiced high, as shown in Table (3.(

Table (3) Descriptive Analysis of Research Data (n = 62)

IMP.R	C.V	ST. D	MEAN	Variables	
87%	5%	0.216	4.36	The foundations of heritage tourism	
89%	4%	0.173	4.47	Sustainable tourism development	
84%	6%	0.233	4.21	The economic dimension	
91%	7%	0.302	4.57	The social dimension	
96%	5%	0.246	4.81	The cultural dimension	
91%	7%	0.300	4.56	The environmental dimension	
0.060	Sig	-0.477	KURT(X)	-0.463	SKEW (X)
0.081	Sig	0.770	KURT (Y)	0.519	SKEW (Y)

$P^* < 0.05$ ,  $P^{**} < 0.01$ ,  $P^{***} < 0.001$

.3Discussion and analysis of inferential statistics of research variables and their relationship (discussion of research hypotheses)

A- From the results of Table (3), it is clear that there is no correlation between the main independent variable, the pillars of heritage tourism and the economic dimension, given that their correlation is not significant, as their correlation coefficient (0.180) with a significant level (0.162) is greater than the level of significance (0.05). Which made the impact of the heritage tourism pillars in the economic dimension not significant, which led researchers to reject the first sub-hypothesis (the heritage tourism pillars are related and affect the economic dimension), as the calculated value of (F) of the influence model was (2.000) which is less than the tabular value (3.841) at the level of significance (0.05), while the value of the marginal slope (0.194) was also not significant due to the fact that the value of the test significance (0.162) and the calculated value of (T) (1.414) was less than the tabular value (1.96), while the value of Hard (5.058).

B- Table (3) showed a positive correlation between the main independent variable, the pillars of heritage tourism and the social dimension, given that their correlation was

significant, as their correlation coefficient was (0.473 \*\*) with a significant level (0.000) which is less than the level of significance (0.05) . Which made the impact of the heritage tourism pillars of the social dimension moral, which led researchers to accept the second sub-hypothesis (the pillars of heritage tourism affect the social dimension), as the calculated value (F) of the impact model was (17.309) which is greater than its tabular value (3.841) (At the level of significance (0.05), while the value of the marginal inclination was (0.664), when the Department of Antiquities cares about the heritage tourism pillars by one unit, it will automatically pay attention to the social dimension at a rate of (66.4%), so the test was significant due to the fact that the value of the test significance (0.000) ), And with a calculated value of (T) (4.160) which is greater than the value A tabular (1.96), while the hard (3.471 value), as interpreted by pillars (22.4%) of the changes in the social dimension.

C- The results of Table (3) showed a significant correlation between the main independent variable, the pillars of heritage tourism and the cultural dimension, given that their correlation was significant, as their correlation coefficient was (0.332 \*\*) with a significant level (0.008) which is less than the level of significance (0.05) .). Which made the impact of the heritage tourism pillars of the cultural dimension moral, which led the researchers to accept the third sub-hypothesis (the cultural tourism pillars are influenced and influenced by the cultural dimension), as the calculated value (F) of the influence model was (7.409) and it is greater than its tabular value (3,841) (At the level of significance (0.05), while the value of the marginal inclination was (0.378), when the Department of Antiquities cares about the heritage tourism pillars by one unit, it will automatically take care of the cultural dimension at a rate of (37.8%), so the test was significant, given that the value of the test significance) was 0.008 ), With a calculated value of (T) (2.722) which is greater than its value International (1.96), while the hard (3.871 value), as interpreted by the foundations (11%) of the changes in the cultural dimension.

W- From the results of Table (3), it is clear that there is no correlation between the main independent variable, the pillars of heritage tourism and the environmental dimension, given that their correlation is not significant, as their correlation coefficient (0.025) was at a significant level (0.849) which is greater than the level of significance ( 0.05). Which made the impact of the heritage tourism pillars on the environmental dimension immoral, which led researchers to reject the third sub-

hypothesis (the heritage tourism pillars are related and affect the environmental dimension), as the calculated value of (F) of the impact model was (0.036) which is less than the tabular value (3.841) ) At the level of significance (0.05), while the value of the marginal slope was (0.034) which is also not significant due to the fact that the value of the test significance (0.849) and the calculated value of (T) (0.191) is less than the tabular value (1.96), while the value of the constant (4.409).

C- The results of Table (3) showed a positive correlation between the main independent variable, the pillars of heritage tourism and the main approved variable, sustainable tourism development, given that their correlation relationship was significant, as their correlation coefficient was (0.367 \*\*) with a significant level (0.003) which is less than Moral level (0.05). Which made the impact of the heritage tourism pillars on sustainable tourism development morally, which led researchers to accept the main hypothesis of research (linked to and influences the heritage tourism in sustainable tourism development), as the calculated value of (F) of the impact model was (9.853) which is greater than its tabular value (3.841) at the level of significance (0.05), while the value of the marginal inclination was (0.301), when the Department of Antiquities cares about the heritage tourism pillars by one unit, it will automatically pay attention to sustainable tourism development at a rate of (30.1%), so the test was significant, given that it has a significant value Test (0.003), and with a value (T) Calculated (3.139), the largest of Tabulated value (1.96), while the hard (3.578 value), as interpreted by pillars (14.1%) of the changes in sustainable tourism development.

Table (3) Inferential Statistics for Research

The foundations of heritage tourism						Independent variable		Supported variables
F	Sig	T	R <sup>2</sup>	R	β	α	Accept the hypothesis	
2.000	.162	1.414	.032	.180	.194	5.058	Refusal	The economic dimension

17.309	.000	4.160	.224	.473	.664	3.471	Acceptance	The social dimension
7.409	.008	2.722	.141	.376	.378	3.871	Acceptance	The cultural dimension
.036	.849	.191	.001	.025	.034	4.409	Refusal	The environmental dimension
9.853	.003	3.139	.376	.141	.301	3.578	Acceptance	Sustainable tourism development

P\* < 0.05, P\*\* < 0.01, P\*\*\* < 0.001

### Conclusions

.1It was found that the research sample has realized the importance of the heritage tourism variable through looking at the heritage and civilization of peoples in the past, present and future.

.2It was noted that there is agreement on the importance of the variable of sustainable tourism development, that is, it works to satisfy the needs of the current society and meet all their requirements without prejudice to the rights of future generations.

.3It became clear through the results that the cultural dimension ranked first with the agreement of the members of the research sample, while the environmental dimension ranked second while the social dimension ranked third while the economic dimension ranked fourth.

.4It was noted through the results of the research that there was no correlation relationship and significant effect of the pillars of heritage tourism in the economic dimension.

.5It was found that there is a correlation and impact of the pillars of heritage tourism in the social dimension.

.6It was noticed through the results that the pillars of heritage tourism have a relationship of association and influence in the cultural dimension.

.7It was found that there is no correlation and impact of the pillars of heritage tourism in the environmental dimension.

.8It was found that there is a correlation and impact of the heritage tourism pillars in the dimensions of sustainable tourism development at the overall level.

#### Recommendations

.1The Department of Antiquities and Heritage should increase attention to the pillars of heritage tourism by adopting and establishing many development projects that support the tourism sector that would support heritage tourism.

.2The necessity of carrying out promotions and announcing the importance of heritage areas and how to take care of them and maintain and maintain them for the purpose of satisfying the needs of the current society and meeting their requirements while observing the rights of future generations.

.3Since the cultural dimension has occupied a great importance in the dimensions of heritage tourism and has had a significant impact on sustainable tourism development, therefore, the members of the research sample should join efforts by increasing interest in publishing brochures that educate community members and increase their interest in this dimension in the future.

.4It is necessary to examine the reasons that make the economic dimension affect sustainable tourism development and ways to address it, especially as it will play an important role in providing capital and providing job opportunities for members of society.

.5Laws and legislations must be issued to guarantee the partnership of the public and private sectors to increase the impact of the environmental dimension in sustainable tourism development through securing a calm and safe environment that guarantees the establishment of tourism projects that work to achieve sustainable tourism development .

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