

The Tourism Development Strategy in the Anbar Governorate

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Abstract

Objectives: In order to enhance the Anbar Governorate's tourism industry, the study seeks to identify the region's natural resources, human workforce, and its tourism infrastructure. It also looks into possibilities for making the best use of such resources.

Methods: The study uses a variety of research techniques such as the quantitative analytic method, field study, and the descriptive as well as deductive approaches. The study is divided into two sections: the first addresses the general features of the current situation of the tourism industry, while the second focuses on the Governorate of Anbar's approach to dealing with that situation and improving it.

Results: The study shows that the development strategy can be applied in the Governorate of Anbar due to the diversity of the existing tourist activities. Many activities are connected with the river, waterfront, and lake; folklore and antiquities; and popular industries such as waterwheel manufacturing in Hit and Haditha, places which completely differ from others mentioned in this study.

Conclusions: The study concludes with showing the importance of tourism as an effective economic component in any place where that activity is practiced. In addition, identifying and classifying the constituents of tourism in the Anbar Governorate helps promote the tourism sector in general. In short, despite the existence of such constituents, there is a clear flaw in the process of making use of them in supporting tourism-related activities.

Keywords: The Anbar Governorate, strategy, development, tourism.

استراتيجية التنمية السياحية في محافظة الأنبار

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ملخص

الأهداف: يهدف البحث إلى الكشف عن الإمكانيات الطبيعية والبشرية والبنى التحتية السياحية وإمكانية تحقيق استثمار أمثل لها من أجل الارتقاء بالواقع السياحي في محافظة الأنبار.

المنهجية: اعتمد البحث على المنهج الوصفي والاستنتاجي وأساليب مختلفة، منها أسلوب التحليل الكمي وأسلوب الدراسة الميدانية بكافة أشكالها، الملاحظة والمقابلة والاستبيان إن وجد، وقُسمَ البحث إلى مبحثين تناول الأول الخصائص العامة للواقع السياحي والثاني تناول استراتيجية المعالجة والنهوض بالواقع السياحي في محافظة الأنبار.

النتائج: يتبين أن استراتيجية التنمية يمكن تطبيقها في محافظة الأنبار نتيجة التفاوت في النشاطات السياحية. وترتبط العديد من النشاطات بالنهر والواجهة المائية والبحيرة، وبالفولكلور والأثار والصناعات الشعبية. مثل تصنيع النواير في هيت وحديثة التي تختلف تماماً عن أماكن أخرى في الدراسة.

الخلاصة: اختتمت هذه الدراسة ببيان أهمية السياحة كعنصر اقتصادي فعال في أي مكان يمارس فيه هذا النشاط. ومن خلال الكشف عن مقومات السياحة في محافظة الأنبار وبيان أنواع هذه المقومات كموضوع أول للبحث جرت الإشارة إلى النهوض بقطاع السياحة على نحو عام. كل المقومات متوفرة، لكن هناك خلل واضح في عملية توظيفها لدعم النشاط السياحي.

الكلمات الدالة: محافظة الأنبار، الاستراتيجية، التنمية، السياحة.

Introduction:

Any address that contains the word "tourism" indicates that it contains major elements that appeal to a person's spiritual and psychological conscience and make him want to learn more about them and visit them. These elements or components include things like rivers, seas, plains, mountains, waterfalls, meadows, and natural flora. It also includes human-made lakes, dams, reserves, gardens, parks, summer vacation spots, historical cities, and distinctive urban symbols that have moral and artistic meanings and have withstood the test of time to continue serving as a symbol for the history of countries that were only known through them. High levels of knowledge transfer are needed to convey to others the specifics of the location and its components. For instance, if we asked three English-speaking, French-speaking, and German-speaking individuals to write about the elephant, they all agreed to do so. The Englishman discovered that planning a vacation is the greatest approach to write about his subject. To get near to the elephants there and observe their personalities and behaviors, he traveled to Africa or India. As for the French, he decided to go to the zoo in Paris near the elephant enclosures to write his topic, while the German decided to lock himself in his office and through sources and websites to write down his perceptions of elephants.

Everyone agrees from the sentence above that the English tourist will have a better chance of writing about elephants, since he coexists with the subject in a natural environment, but he also needs the other necessary stationery and technical instruments. The second method, which is also being researched, focuses on regaining mental and physical health by altering the environment and visiting destinations full of surprises. The province of Anbar is rich in tourism elements and its natural forms, which is represented in the Euphrates River, the floodplain and the desert, and the associated geomorphologic manifestations of tourism, such as the springs of the bellows in Hit. The karsts and the galleries throughout the desert region, as well as hunting and harvesting truffles in the rainy seasons. As well as the human resources, the most important of which are the cities that it is located on the fronts of the Euphrates River, starting from Al-Qaim, passing through Haditha, Hit, Al-Ramadi and Fallujah. This is reinforced by the inclusion of the waterwheels in Hit to the World Heritage Organization officially in late 2021, as well as some historical monuments.

The most important of which are what remains of the Abbasid capital in Saqlawiya, northwest of Fallujah. There are also recent trends in Building five-star tourist hotels, as in the Ramadi public hotel, which is now under construction. All of these elements were not taken into account in the industry and development of tourism in Anbar Governorate. So that the focus was limited to some important cities such as Ramadi and Fallujah in setting up some tourism activities, corniches, streets, casinos, restaurants, and gardens on the river. In those cities, despite its limited activities, it belongs to the residents of the two cities only. It neglected tourism, which in many countries is an important source of diversifying income and attracting tourists. Therefore, this research came to contain two sections, the first dealt with the geographical characteristics of tourism in Anbar Governorate, and the second dealt with strategies for developing tourism in Anbar Governorate, to conclude with some conclusions and proposals that enhance the aim of the research.

Definition of Some Terms Related to the Research Topic:

1-Tourism: It is one of the four branches of the economy and its arrangement is according to the philosophy of the state and the nature of the people. It is also viewed as recreational activity that includes traveling or staying away from the usual home for the sake of entertainment, comfort, and provision of experiences and culture thanks to seeing new views of human activity and paintings of unknown nature.

2-Tourism Industry: Tourism is a composite industry of several activities, each of which represents an existing industry in itself. But when these activities come together, it becomes the tourism industry. These industries are the transport industry with its three branches, land, sea, and air. And the accommodation industry that provides shelter and related specifications such as hotels, tourist villages, resorts, swimming pools, and all other accommodation means and tools, and the subsistence industry, which is based on providing food and drink, such as restaurants, cafeterias, cafes, and other public places (Al-Dulaimi and Al-Mousa, 2009, p. 224).

3-Tourists: this term refers to the people who travel for pleasure or for health reasons, as well as attend meetings and

clubs. In addition to travelers for the purpose of trade and work. Tourism time may be limited to no less than 24 hours (Ahmed and Taha, 2009, p. 75).

4-Tourism geography: It is that branch based on the analysis of spatial interrelationships between places of tourist demand and places of supply (Molokhia, 2007, p. 33).

5-Tourism development: It is the results that are achieved on the ground through the procedures and decisions that are taken through the optimal investment of possible and potential tourist attractions and the provision of facilities and services to satisfy the desires of tourists and achieve the highest levels of benefit (Al-Dulaimi and Al-Mousa, 2009, p. 223).

6-Tourism planning: It is a technical method consisting of a set of decisions and procedures aimed at achieving the maximum degree of benefit from tourism activities, through the preparation and implementation of comprehensive programs for all elements of tourism development. It takes into account the preservation and beauty of the environment (Mahmoud, Wafiq and Atallah, 2009, p. 7)

The First Topic: The Geographical Characteristics of Tourism in Anbar Governorate:

Prior to going into the specifics of tourism in Anbar Province, it is first necessary to declare and clarify the significance of tourism globally so that a comparison between the local situation and what is taking place outside the nation's administrative borders can be made.

The Global Importance of Tourism:

The importance of the global tourism market is shown through special statistics, as the reports of the World Tourism Organization. It indicates that the international tourism movement is increasing continuously and at rates that exceed those of some other economic activities. As the number of tourists doubled between 1950-1980 to more than ten times, while it reached the rate of increase in the value of exports of raw materials is about 5.5%, and industrial exports about 7.4%. The international tourism expenditure for the year 2000 amounted to about 455 billion US dollars, as shown in Table (1), except for calculating the expenditure on air and sea transport in particular, which amounted in the same year.

About 93 billion US dollars, bringing the total expenditure to 548 billion US dollars (Miraj, Jaradat, 2004, p. 21). Thus, the tourism industry has become on the scale of official, professional and popular concerns and has become the concern of all officials in all parts of the world and in the Arab world because of its importance in developing its resources along with various other industries. In 2001, Iraq hosted a scientific conference on tourism in the Arab world under the supervision of the Arab Federation of Hotel and Tourism. It shows recommendations of a very important process that supports and develops tourism on the Arab level. Egypt has witnessed all tourism activities, along with Morocco, Algeria, Tunisia, Lebanon and Syria, followed by the Arab Gulf countries, Iraq, Jordan and Yemen. One of the strongest positive effects of tourism in general is to show the cultural, geographical, archaeological and historical aspects and to introduce the world population to its renaissance.

Table (1) The Evolution of Global Spending by Tourists

Year	number of tourists / million	spending / billion dollars
1950	20	2.1
1960	70	6.8
1970	165	18
1980	286	105
1990	561	380
2000	657	455
2010	891	603
2022	328	92

Source: Othman Al-Aidi, a working paper presented at the Arab Tourism Conference, Arab Federation of Hotel and Tourism, Iraq, Baghdad, 2001, p. 15.

It was also found that tourism revenues are also steadily increasing globally, as the European continent and North America accounted for more than 90% of global tourism revenues, as shown in Table (2).

Table (2) Tourism Revenues in the World

Country	Number of tourists	Tourism revenue / billion dollars
France	66.8	27.94
American	49.03	27.05
Spain	43.4	27.19
Italy	34.08	30
Britain	25.96	20.56
China	23.77	12.07
Poland	19.51	8.70
Mexico	18.66	7.53
Canada	17.61	8.29
Czech	17.40	9.41

Source: Ali Ahmed Haroun, Foundations of Economic Geography, Dar Al-Fikr Al-Arabi, Cairo, 2022, p. 129.

It appears from the two tables that the tourism sector had a clear role in global financial indicators, as its revenues exceeded the total revenues of the electrical industries, automobiles, and some other industrial activities. Among the most important reasons behind the development of tourism and its importance globally are the following:

1-Reducing the working hours of employees and workers due to the introduction of machines and devices in the fields of production, which led to an increase in leisure time and an increase in the opportunity to travel.

2-The migration of people from the countryside to the metropolis, the suffocation of cities that turned them into repulsive environments, and the desire for other, more sedate locations to amuse oneself were all factors.

3-Security stability, especially after the Second World War.

4-Environmental pollution in industrialized countries and the search for cleaner places.

5-The great development that took place in the means of transportation and communications in terms of speed, effort and costs.

6-The emergence of a surplus in production as a result of the development of machinery and the arts of industry and the search for foreign markets as well as high levels of income.

7 - Enjoying paid annual holidays in most countries of the world, as they have become legally subsidized and sometimes compulsory (Interview, 2007, p. 27).

Tourism Departments:

1-The river section.

2-Easy section.

3-The desert section.

4-The section on lakes.

5-The section on dams.

6-Urban section.

7-Historical section.

The Natural Tourism Potentials in Anbar Governorate:

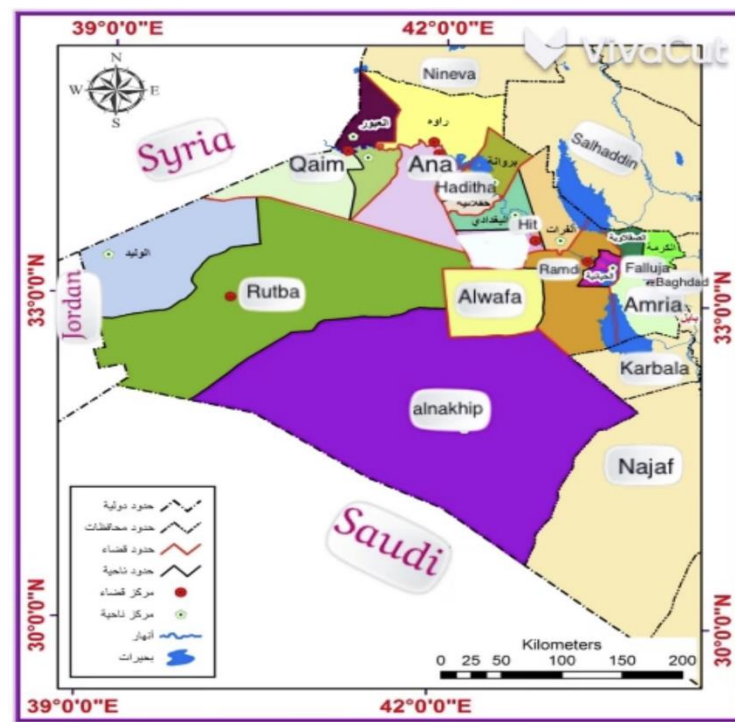
Any tourist activity is affected by a number of elements that are similar to each other, whether geographically, economically or historically. And that the natural ingredients are among the most important things affected by tourism activities, such as the location, its characteristics, climatic conditions, and the structural environment of the land or surface.

These ingredients often differ from one place to another, and this what makes it a focus of attention and desire for tourists. They are unlike human phenomena that may be very similar everywhere because they are man-made. Apart from the detailed narration of all the natural ingredients, what is suitable for tourism attractions in Anbar Governorate will be chosen as follows:

Physical Characteristics and Location:

Geographical Location and Area : The geographical location has a clear role in tourism in two respects, the first is the location of the tourist attraction area from the areas of the citizens of tourists who want to entertain. It helps in the promotion of tourism because of its ease of contact with the outside world by various means of transportation. And the second aspect is the role of the site lies in the reception and dispatch areas of the latitude circles. Thus, the tourist movement in Europe is heading towards the coasts and the southern islands in Spain, France and Italy to escape from the cold and precipitation, as well as the extension of forests and meadows wide natural green spaces.

Anbar Province is located in the central-western part of Iraq, between latitudes (31.18-35.6) north and longitudes (39.2-44) east. The Governorate's rural stability and the movement of human settlements in general—particularly their patterns and geographic distribution, were significantly impacted by the desert deserts, which gave its climate the feature of drought. Anbar Governorate shares borders with Nineveh Governorate on the north with a portion of Salah al-Din Governorate, on the south and southwest with the Kingdom of Saudi Arabia, on the east with portions of Salah al-Din Governorate, Baghdad Governorate, Babylon Governorate, and Karbala Governorate, and on the west with the Syrian Arab Republic and the Hashemite Kingdom of Jordan. Anbar Governorate is linked through the highway to both Syria and Jordan from the west, and from the east it is linked to the central Governorates and the south, and the Euphrates River runs through the Governorate across the Iraqi-Syrian border from west to east, with a length of (450 km). Thus, the Anbar Governorate has a distinct geographical location. It consists of eight main districts, as shown in Map (1), and Anbar Governorate occupies an area of (138,288) square kilometers, or 31.9% of the total area of Iraq, amounting to (434,128) square kilometers, and its population reached about (1,818,318) people for the year 2021, as shown in the table (3).



Source: Republic of Iraq, Ministry of Irrigation, General Authority for Survey, Iraq administrative map, scale 1: 500,000, for the year 2010.

Climate and Environment: The climate of Anbar Governorate can be described as a dual climate, meaning there are two types of climate. In front of tourism investments absolutely, not in terms of heat, humidity, wind, etc. The second type of climate is the desert climate, which characterizes 80% of the area of Anbar Governorate, as it is represented by the western desert plateau of Iraq, and the Rutba district is clearly represented, and it was not also an obstacle to tourism investments there about Oases and the establishment of natural reserves and places of fishing and picking truffles. From the environmental point of view, the environment of the Governorate is acceptable from the physiological point of view, except for the days when dust storms occur that may last for days in some seasons, and this is a normal situation due to drought and the effects of global climate change.

Water Resources: It is not possible to imagine a tourist place that attracts the interests of tourists without a waterway, no matter how detailed it is: a stream, an arm, a tributary, a lake, a dam, a waterfall, a bay, a sea, or an ocean coast...etc. Among the features of the tourist place are greenery, plants, and green floors, and all of this requires abundant water, in addition to the importance of the water resource in attracting tourists for the purpose of enjoying its view as well as recreation and swimming. Therefore, water and its conditions are among the most important elements of tourist attractions. In Anbar Governorate, there is the Euphrates River, which enters Iraqi territory. At the city of Al-Qaim in the far west of Iraq and ends in the Abu Ghraib region southeast of the Al-Amriya district of the Al-Anbar Governorate. Thus, eleven districts out of a total of twelve districts make up the Al-Anbar Governorate. Water lies in geomorphological tourism and access to geomorphological forms of corridors, caves, caves and hills, as well as being an environment that encourages fishing and the work of natural reserves. There are great potentials for the cities located on the Euphrates River to stimulate tourism work internally and externally by investing in waterfronts, bridges, dams, building a cornice, entertainment venues, hotels, swimming pools, restaurants, cafes, etc. This is evident in the city of Ramadi recently, as those facades have been invested on the Euphrates River and on the Warar River in a way that meets some ambitions. Tourist from home or abroad.

Lakes :Two lakes and three very important water dams are found in Anbar Governorate, namely Tharthar Lake, Habbaniyah Lake, Haditha Dam, Ramadi Dam and Fallujah Dam. invest in this field.

Human Potential :The second aspect of tourism is human indicators and weights that are consistent with the existing natural ingredients to give a balanced picture of the tourism sector in Anbar Governorate and how to develop and develop it. Some of the important ones are as follows:

Population :Due to the fact that the tourism industry has grown to be one of the four main economic activities, the population plays a fundamental role in determining the characteristics of that industry through regional distribution and demographic data. The issue of population, issue of income, and economic level are related to one of the crucial human factors in development and are dominant in the planning elements in order to increase production rates and achieve the goals of tourism development. This indicator keeps tourism activity in a continuous state that largely achieves its goals. Five phases are used to summarize the economic development of the world's population and link it to the economic standing of states and inhabitants. Primitive stage and grazing come first, followed by stable stage and cultivation, mature stage, launch stage, launch preparation stage, and finally the final stage, which is the stage of plentiful consumption. And this stage has been reached by Majmo A group of people in Europe, the United States, Canada, the Arab Gulf states, Japan and Singapore (Al-Saeedi, 2009, p. 133).

Table (3) shows the indicators for the population of Anbar Governorate and at the level of the district for the year 2021. It is worth noting that the data was raw and not detailed because this does not affect much the nature of tourism work. The total number can give a clear picture of the relative importance of the population in tourism activity in the Governorate of Anbar. It is worth noting that the population growth of 3.15%, according to the indicators of the Anbar Statistics Department between 2009 and 2021, and the age, economic and educational composition, have an important role in the tourism activity of the attractive areas. Employing the unemployed manpower in tourism activity.

Table (3) Population Distribution by Administrative units of Anbar Governorate for the Year 2021

Administrative Unit	Number of Population	%
ramadi	458280	25.2
Fallujah	397739	21.9
Hit	175274	9.6
existing	142773	7.9
Habbaniyah	142409	7.8
grapevine	138824	7.6
Modern	108494	6.1
Amriya	108109	5.9
humid	48277	2.6
pomegranate	41142	2.3
about him	32406	1.8
Rawa	24591	1.3
total	1818318	100

Source: Republic of Iraq, Ministry of Planning, Central Statistical Organization, Directorate of Statistics of Anbar Governorate, Population Estimates for 2021, unpublished data.

Transport: Any activity that takes place on the ground has transportation as a fundamental component. Tourism is influenced by the types of roads, modes of transportation, and tools used in that activity. Some types and modes of transportation, like flying and taking cruise ships, are considered forms of tourism in and of themselves (Hanafi, 2008, p. 62). Anbar Governorate lacks civil airports, despite its area capacity, which constitutes 35% of the area of Iraq, and this in itself is considered one of the obstacles to tourism development in the province. Almost 80% of tourists annually travel by air through airports, as well as river or water transport is completely missing, especially as there are distances between dams. In the Euphrates River, it is possible for boats and even small cruise ships to pass to add an important element to the tourism sector, but unfortunately it is completely absent. As is the case with the only train railway in Anbar Governorate, which starts from the mid of Baghdad at the train station in the Al-Alawi region and ends in western Anbar at the Akashat district. Since the American invasion in 2003 until now, an attention remains focused on the land roads throughout the Governorate.

The possibility of investing them in the development of the tourism sector, especially because in Anbar Governorate there is a strategic international road with six lanes back and forth linking the Governorate in the east with the capital Baghdad. And at the same time in the west with the Hashemite Kingdom of Jordan and the Syrian Arab Republic as shown in Table (4). It shows from numerical and descriptive indicators and data that indicate the ranks and types of the road network in Anbar Governorate.

Table (4) The Main and Secondary Road Network in Anbar Governorate

route name	length of road/km	%	areas it passes through
Route 10	495	26.77	Karma - Fallujah - Khaldiya - Ramadi - Rutba - Trebil
Route 11	121	6.54	H3 - Syrian border
Route 12	298	16.11	35 km junction - Heet - Haditha - Anah - Rawa - Al-Qaim
Gray road - 35 km	35	1.89	Ramadi - Al Ramadi Junction - 35 km junction
Gray road - Fallujah	45	2.43	Ramadi - Khaldiya - Habbaniyah - Fallujah
Gray road - vine	63	3.4	Gray - Habbaniyah - Fallujah - Karma
Gray road - modern	147	7.95	Gray - Heat - Al-Baghdadi - Haditha
Haditha - Al Qaim Road	156	8.34	Haditha - Rawa - Anah - Al-Qaim
Al-Qaim Road - Akashat	219	11.84	Al-Qaim - Akashat - wet
Road 160 km - Nakheeb	150	8.11	The 160 km junction - Al Nukhaib
Nakheeb - Arar Road	120	6.48	Nakheeb - Arar - Saudi borders
the total	1849	100%	=

Republic of Iraq, Ministry of Planning and Development Cooperation, Department of Regional and Local Development, Planning Division of Anbar Governorate, the development reality of Anbar Governorate, an analytical study for the years 1997-2010, unpublished data, p. 104. It appears from the data of the above table for the Governorate of Anbar that the index of the main and secondary roads with the land borders of the Governorate, which is approximately 2050 km, reached (1.1) km, which is a good indicator in the literature of geographic politics with regard to the strength of the region and its repercussions on other activities, especially tourism. Because the railway line that could have connected Anbar Governorate to Baghdad and the other Governorates is not operating, the road statistics showed that Anbar Governorate is deemed to be living in relative isolation.

All the way leads to the sea and neighboring countries to the south and east. (24). In the same way as the absence of an airport, harbor, or seaport has cut off the Governorate from the regional and international environment, which has a detrimental impact on the indices of civilization and economic growth, a stopping station for trains. It is described in Table (5). Anbar province has a group of land roads, which spread throughout its rural and urban areas across its vast territory. Most of which date back to the eighties of the last century and back. Through the index of the ratio of its lengths to the total land borders, it appears that the Governorate share amounted to (2.3) paved km to one border kilometer, which is a good and large ratio in terms of concepts. Political, economic and administrative so as to give weight and relative importance to the province of Anbar in terms of vitality and in the field of production and investment.

Table (5) Total Lengths of Environmentally Paved Land Roads in Anbar Governorate for the Year 2022

road type	length of road/km	%
Highway traffic	569	12.47
The main transportation routes	1849	38.71
secondary transport routes	1515	31.72
rural transport routes	816	17.08
the total	4776	100%

Source: Ministry of Planning, Anbar Governorate Planning Division, analytical study for the years 2010-2020, unpublished data.



Photo (1) The transportation network in the city of Ramadi

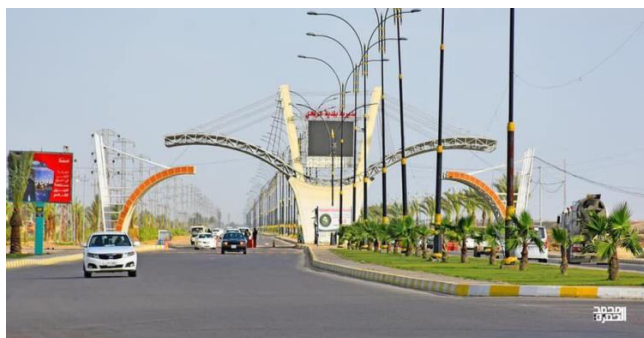


Photo (2) The entrances to cities in Anbar Governorate

Leisure :The optional time range for any human being is what he/she occupies according to what he/she deems appropriate for his/her circumstances and capabilities. And the emptiness is not newly invented, as it has existed since ancient times. He can quit work at a certain period of the year and do with it what he pleases, but only a particular segment of society, the world's wealthy class, enjoyed those times. Everyone else was excluded. (Ahmed and Taha, 2009, p. 138).

The span of time given for leisure and recreation is defined as the time during which a person does not work for pay or is not intended to do so. The tourist sector and establishing a favorable environment for travel and recreation depend heavily on leisure time. The greatest definition of leisure time is time spent when one is not required to fulfill any duties, whether they be work-related or otherwise, allowing for rest and relaxation. Most of the time, neither at the level of the Anbar Governorate population nor even at the level of the entire nation, can what was described above be accomplished. Everyone is preoccupied with the intricate intricacies of life, the search for a living, and the work through which he obtains what he needs to support himself and his family. Most groups of Iraqi society are looking for free time in a quest fraught with risks to seek livelihood. This is on the internal level, but on the external level, which is intended to attract tourists from outside the province, there are obstacles facing this.

People outside Iraq may have free time, but there is no encouragement to come to it locally and spend a small part of that precious time. The most valuable time for its owner is leisure time, which is connected to the nature of work that may be difficult. As a result, leisure time must be spent somewhere that makes up for the difficulties of work's precursors and its hardship, so it cannot be spent somewhere where the simplest signs of tourism are not present. The goal of this study is to identify these indicators, explain how to deal with them, and provide a plan of action that will help the Governorate of Anbar's tourism attractions become more appealing to visitors. And to make it a tourist attraction, particularly since it has extremely significant natural resources connected to the Euphrates River, lakes, dams, and some significant cities where various folk crafts are done. Inherited such as waterwheels in Hit and the manufacture of boats, pottery and pottery in most cities of the Upper Euphrates, in addition to the five-star Al-Anbar Tourist Hotel in the city of Ramadi, consisting of 15 floors on the right bank of the Euphrates River in the city of Ramadi, as shown in pictures (3) and (4).



Photo (3) The Facade of the Anbar Tourist Hotel, Which Is Under Construction



Photo (4) a side of the Anbar Tourist Hotel, which is under construction

Technological Improvement: Modern industrial societies are distinguished from others and from all the human societies that preceded them in existence, due to the technological progress and revolution. Technology has contributed to creating leisure time through the entry of machines and computers into production, management and marketing lines. This is on one hand, and on the other hand, technology has contributed to bringing the countries of the world closer together. Through the means and dependencies of transport of all kinds, the places of residence and accommodation have also developed in a remarkable way. Therefore, these places have become attractive to tourists through the advanced tourism services they provide, as well as the speed in completing the requirements of travelers through airports, ships, trains, etc., so it became possible to book via the Internet (enough, 2009, p. 30).



Photo (5) The Water Wheels of the City of Hit

Income level: The average per capita income is an indicator of the level of income in general, and studies indicate that there is a strong correlation between the level of income and recreational and tourism activity. The higher the income, the greater the demand for tourism, especially during holidays and vacations, and vice versa. For the well-to-do and not others, as well as the amount of personal wealth and the level of wages, and that the countries with the most income are the most tourism, such as Germany, the countries of northwest Europe, the United States of America, Japan, and some Arab Gulf countries. And tourism is linked to the tourist's owning a private car, and the figures indicate that it is about 84% of families in the United States own one modern car, and 28% own two cars, while 8% own three cars or more, which is a very normal situation imposed by the high level of income, low car prices, and huge production. A third of the world's car production

is produced in the United States, and that every thousand of the population corresponds to 548 private cars and 423 cars in Germany, 422 in Australia, 376 in France, and 304 in Britain. These cars are often used for tourism between neighboring countries by land. Cars are not sufficient to be acquainted with the nature of tourism in any country, but it is possible to give specific features of that activity and that this issue is linked to the security, health and legal situation. Tourism activity is due to some regulations and procedures that may stand against the development of tourism, the most important of which is the security, economic and social situation. Up until recently, it was believed that people who visit tourism destinations like lakes, cities, or hotels had moral observations and do so to indulge both their spiritual and physical needs. Cars are a sign that is only appropriate for industrialized countries when it comes to the inadequate infrastructure of many tourist destinations in Anbar.

Tourist Awareness: As soon as you arrive at any tourist destination, you should be aware that infrastructures for tourism, including hotels, houses, or even natural regions like rivers, lakes, reservoirs, dams, reserves, or public parks, place a premium on maintaining order, cleanliness, and aesthetic attractiveness. Tourism awareness is crucial as a result. The tourist attitude and good treatment, which are the foundation of tourism, must be attained in this regard. The general public's understanding of the value of tourism, its activity, and prosperity must be crystallized, along with their understanding of how to deal with its tools.

It also needs to be emphasized that tourism has an economic dimension with significant returns and values, and that the cultural identity of the homeland and its inhabitants must be present in all important tourist destinations. Or a little one, even if it's just a statue of a person in a public setting. From a social perspective, the visitor must be viewed as a kind and generous guest of the government and society, and the laws of hospitality should be observed and not broken. The host citizen must transform into a media machine for publicity and promotion of the strengths of the tourist destinations in his country, just like the Egyptian tour guides who have a major role in the development of tourism in Egypt up until it became the second A source of Egyptian national income, or the place will lose its significance and the reluctance to visit it again.

Financial and Service Components: It is reflected in the accessibility of infrastructure like airports, seaports, and land transportation, the degree to which different industrial and commercial sectors have developed, banking, and urbanization. Along with the accessibility of other services like mail, food, lodging, cafes, entertainment and recreation venues, a safe atmosphere, and various cultural and folkloric practices of well-known businesses and social customs. For the international airport, aside from the runways in Habbaniyah and the surrounding plateau, and Al-Baghdadi in the military base, none of which can be used for civilian purposes due to the lack of water transportation, and the available service and financial infrastructure does not match the level of ambition, so this research came to stand on these conundrums and intellectually confront them. (Al-Sharqawi and Hanafi, 2008, p. 68). The most significant natural and human geographical features and factors have been examined, and the results show that little has been done to promote tourism, particularly in the natural aspects, the most significant of which are the water fronts of the Euphrates River, lakes, and dams. Cities, castles, old mosques, certain well-known and folkloric enterprises, and other tourist attractions would draw visitors from all over the world. However, these attractions also require specific planning and administrative conflict.

The Second Topic: The Tourism Development Strategy in Anbar Governorate

Any tourism-related industry or location must be thoroughly researched before it can be developed, and this research must include a wide range of topics, including the tourism market, economic viability, and the sort of tourism product. before considering their financial benefits, improve performance by protecting such resources. In light of a variety of factors that may be challenging to control, tourism development strives to enhance tourist destinations and provide job possibilities for the local population while also meeting the demands of tourists. As a fundamental condition for this strategy, environmental harmony and biodiversity (Al-Saadi, 2012, p. 21). In order to preserve the existing tourism components and look for substitutes or additional elements that enhance that activity, this strategy seeks to develop an integrated structure for tourism development in Al-Anbar Governorate with a sustainable framework. This will at the very least result in some functional and service integration. This is accomplished by outlining the fundamental initiatives that can be carried out in the short, medium, and long terms, within the framework of the overarching goals based on revitalizing the current tourism product and growing

tourism in the area to become a well-established and robust industry, while taking into account social, economic, planning, administrative, developmental, and marketing aspects and tendencies (Ghoneim and Saad, 2003, p. 34).

One of the most crucial components of development and planning for it in any sector in general is the strategy, which serves as the means of reaching short-, medium-, and long-term objectives. Therefore, a variety of variables, including technological know-how, market characteristics, the state of the economy and society, and cultural level, have an impact on tourist development strategies in developing nations. People's perceptions of how tourism developed and the factors that went along with it because of the diversity of cultures, languages, beliefs, customs, and traditions. Additionally, these indicators must be accepted in the intended tourist destinations, and projects must be funded because the tourism sector demands cutting-edge infrastructure. Because we live in a time when time, money, and effort are measured in a thousand different ways, it is crucial to include modern technology, make it a strength, and utilize it to overcome difficulties. This will draw tourists to the targeted locations.

Strategic Framework for Tourism Development in Anbar Governorate.

First - Vision: Realizing a new tourist identity that will make Anbar Governorate a key player in Iraqi tourism as a diverse, well-rounded destination with sustainable development objectives that doesn't damage the ecology already in place.

Second - The message: By utilizing tourism resources that can be obtained through the natural geographical, civilized, and cultural components, it is possible to achieve a balanced growth between the volume of tourists and the volume of tourism investments. This will help to develop tourist destinations in the governorate and improve the level of human staff, preparing them to perform their role in developing the base of services and infrastructure.

First: the natural indicators.

1 - Location characteristics: Anbar Governorate is characterized by an important geographical location, as it has administrative borders with three neighboring Arab countries. To the northwest, the Syrian Arab Republic, to the west, the Hashemite Kingdom of Jordan, and to the south, the Kingdom of Saudi Arabia. In addition to its geographical and direct connection with the Iraqi capital, Baghdad, from the east. In terms of topography, it is characterized by the flat surface of the earth in most of its regions, except for some hills, valleys, caves, springs, and oases in the desert part of it. The district of Rutba and some parts of Haditha and Al-Qaim district are specified. And those characteristics may give a touristic weight to the governorate if they are used appropriately.

Second: Human indicators: Governorate of Anbar includes some archaeological sites, historical cities and castles from the Sassanid to the Abbasids. In the city of Saqlawiya, the first capital of the Abbasids, some urban features still exist that can be used for tourism. History is one of the most precious intellectual, cultural and moral wealth. Tharthar Lake and Habbaniyah Lake, which are the largest tourist facilities in Anbar. They contain a tourist city, balajat, etc. There are also some shrines of preachers and clerics throughout the governorate, and almost no district is devoid of them. As well as mosques, and grand minarets. Anbar governorate also includes four very large water dams as well as Palm groves and the manufacture of boats and waterwheels in the districts of Hit and Haditha. From a social point of view, the governorate enjoys some authentic. It will be considered a very important tourist front for the governorate, and most of the districts are famous for some special foods as well.

Third - General Strategic Objectives:

1-Achieving the sustainable development of potentials and resources for ecotourism.

2-Strengthening the institutional framework for tourism through the establishment of a directorate or special tourism body in the governorate of Anbar, which will take over the management of this file, the definition of tourism management bodies and the provision of their competencies and specialized skills, and the completion of the issuance and updating of the tourism legislation system.

3-Adopting the idea of tourism production that enhances the desires of tourists and in the various commodities and lost things to gain the quality of scarcity and thus be a destination for tourists.

4-Determining tourist areas by specialized committees and experts from various scientific disciplines closely related to

the tourism sector, working to examine and select those places and conform to the international conditions for tourism and standards in order for them to be places of global tourist attractions, as well as determining the material costs of their establishment.

5-Adopting the notion of investing in the travel and tourism industry in proportion to the anticipated number of tourists.

6-Upgrading the amount and caliber of tourism services in accordance with global norms, but also taking into account social traits, cultural norms, and regional traditions while offering tourists the essential services in tourist destinations and the surrounding environment.

7-Paying attention to the caliber of skilled and competent human resources employed in the tourism industry and growing their numbers in step with the expansion of tourism investment.

8-Adopting the mechanisms of tourism variable diversification and not relying on hotels, restaurants, and casinos to ensure tourism integration in line with visitor preferences and focus on natural reserves, hunting, heritage sites, archaeological units, well-known industries, and artistic and folkloric heritage.

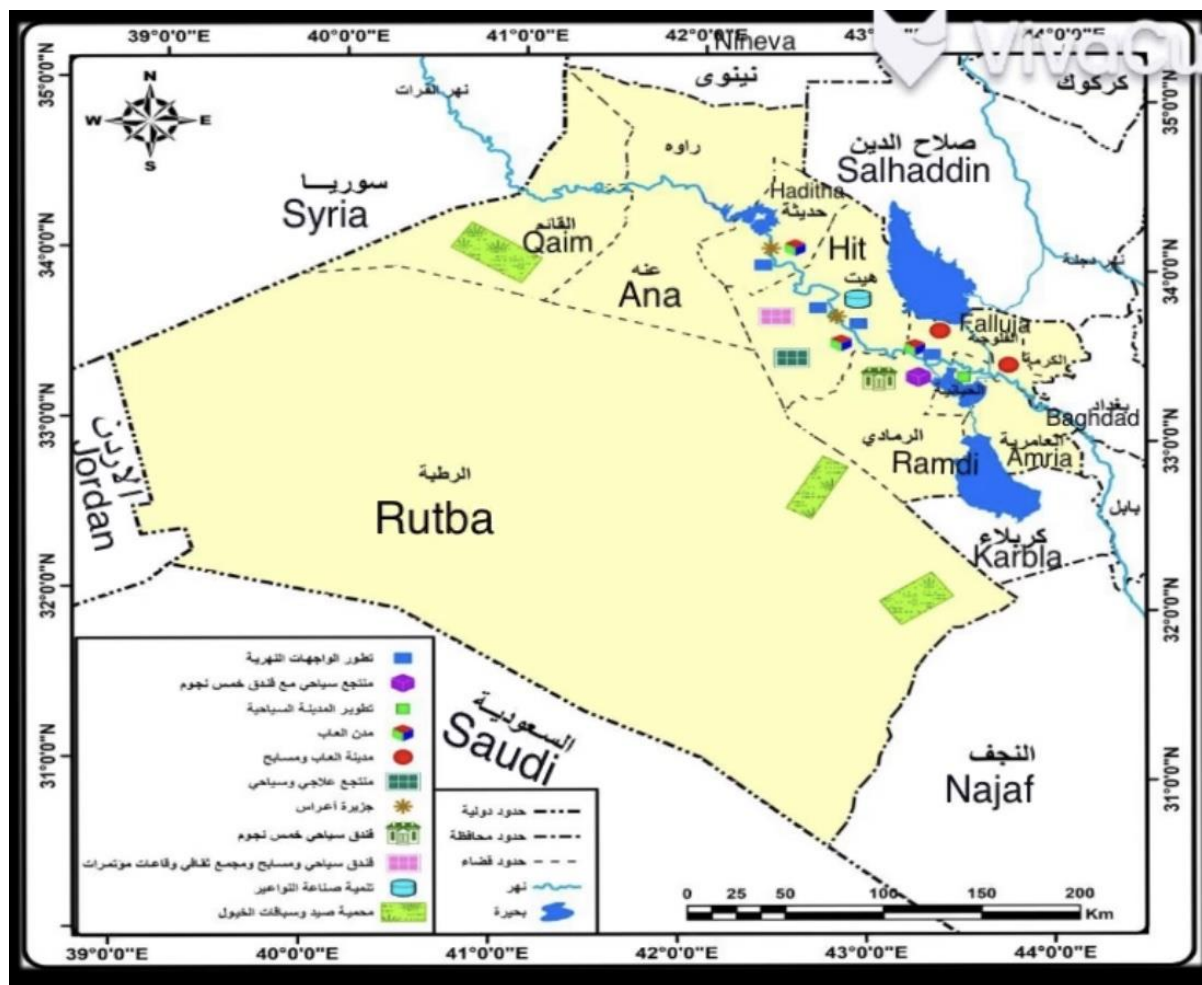
9-Adopting a system of marketing and media promotion for the province's tourism activities that are already in place, as well as promoting additional, complementary tourism projects with distinct patterns that can be followed on satellite channels and Internet sites, as well as through audio-visual media and television programs, in order to dedicate and transmit the reality of tourism and its characteristics in the Anbar Governorate to people.

10-Adopting the idea of institutional and legal facilities for contracts, permits, and land allocation that are in line with society's technical, moral, and behavioral standards.

11-Preserving the environment through scientific planning when dealing with the natural resources that form the foundation of tourism development and preventing negative environmental effects in actual practice. All of the aforementioned can be used in the notion of the location planning strategy inside the Anbar Governorate's tourism development strategy (Muhammad, 2017). The Arab Gulf nations and Egypt as a model are among the developing nations, where each tourist destination has its own administration. It is also the one who organizes, maintains, and runs the tourist destination. This kind of planning is referred to as local or site planning because tourism activities are assessed in light of unique local factors that are disconnected from their relationships and connections to tourism activities. In other locations, the following four tourism pillars must be attained: (quality, uniqueness, diversity of the tourism product, and the power of attraction). Due to the varied tourism activities throughout the province of Anbar and the varying natural and human resources, this strategy is applicable there. various areas of the Governorate of Anbar.

12-Protecting the heritage and archeological sites and maintaining them as tourist front. In Governorate of Anbar, there are more than 400 archeological sites, such as the archeological cities, hills, towers, and dams.

Figure (2) and Table (6) show what has been proposed for the development of tourism in Anbar Governorate.



Map (2) Geographical distribution of the proposed tourism activities in Anbar Governorate

Republic of Iraq, Ministry of Planning, Municipal Development, Directorate of Urban Planning with: Structural Plan for the Development of Anbar Governorate (Final Version 2013-2033).

Table (6) investment opportunities in the tourism sector in Anbar Governorate

type of tourism project	Site	Estimated cost is \$1 million
Riverfront development	Haditha, Baghdadi, Heat, Gray	2 per site
A tourist resort with a 5-star hotel	Ramadi - the location of the eighth brigade	Billion dollar
Developing the tourist city	Habbaniyah	200
Game cities	Grey, Heat, Modern	5 per site
A city of games and swimming pools	Fallujah, Tharthar Lake	2
A therapeutic and tourist resort	Leap	10
Wedding Island	Hit (middle of the Euphrates), Haditha	15 each
5 star tourist hotel	Gray- forest	35
Tourist hotel, swimming pools, cultural complex and conference halls	Al-Baghdadi	50
Hunting and racing reserve	wet, standing	400
Development of the noria industry	Hit	2
the total	Site	1752000000

Republic of Iraq, Ministry of Planning, Municipal Development, Directorate of Urban Planning with: Structural Plan for the Development of Anbar Governorate (Final Version 2013-2033).

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