QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

Safety and security measures as Key Dimensions of Tourism Satisfaction in the city of Erbil

Houshyar Abdulrahman Saleh
Department of Tourism Administration, College of Administration and Economics, Lebanese French University, Erbil, Kurdistan Region, Iraq.
houshyar.d@lfu.edu.krd

Ronyaz Hayyas Mahmood
Department of Health and Hospital Administration, College of Administration and Economics, Lebanese French University, Erbil, Kurdistan Region, Iraq.
ronyaz.hayyas@lfu.edu.krd

ARTICLE INFO

Article History:
Received: 4/5/2023
Accepted: 15/6/2023
Published: Spring 2024

Keywords:
Tourism Destination, Tourism Safety and security, Tourism Satisfaction, destination performance and tourism development

Doi:
10.25212/lfu.qzj.9.1.55

ABSTRACT

Erbil, the capital city of the Kurdistan region in Northern Iraq, attracts millions of national and international tourists annually. However, the region faces uncertain safety due to the central government on the one hand and neighboring country conflicts on the other hand, which creates tension among tourists and local businesses. This study aimed to investigate the relationship between destination safety and tourist satisfaction in Erbil, Kurdistan region. the researchers based in this research on the analytical descriptive approach. A stratified random sample of the research population (tourists in Erbil city) was chosen, with a sample size of (160), in order to explain the main and sub-variables as well as to assess the correlations and influence between the variables. There were 160 questionnaires distributed, 146 were imported, and 146 were able to be used for analysis. Hypotheses were tested by applying statistical methods using the computer program (SPSS V.25). The results showed a significant positive relationship between safety and security, traffic safety, health and safety, and tourist satisfaction. The study recommends that the local government prioritize the improvement of safety and security measures, including traffic safety, and collaborate with other security and traffic

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

management agencies to enhance tourists' confidence in the destination. Regular monitoring and public awareness campaigns are necessary. The government should continue to provide high-quality services, including hospitality, transportation, and accommodation, to maintain and improve the positive perception of tourists toward Erbil. This study's findings can help the local government and tourism industry in Erbil to enhance the safety and satisfaction of tourists, leading to increased tourism revenue.

1.Introduction:

This research is about safety and security in the city of Erbil, a tourist destination located in Iraqi Kurdistan. Erbil after the regime fall in Bagdad in 2004 started to develop and rebuild roads and other infrastructures and the world's eyes were directed on this little region with a population of five to six million. Despite Erbil being placed strategically between a flattened agricultural land and a beautiful mountain chain with a convenient climate and friendly local people toward national and international tourism, many may still not hear about this tourist destination if it is not for its international airport and the heated political turbulence around it (Soderberg and Phillips 2015).

There are many disputed areas between the Iraqi government and the Kurdistan Region Government (KRG) that many times create a worrying environment between these two parts that has a negative impact on tourist arrival to Kurdistan region in general and Erbil especially (KRG 20221). The areas of conflict involve the mainland, budget, and oil and gas which the local Government try constantly to negotiate a solution to end this conflict with the central Government. On the other hand, there are other security and safety areas that might worry the tourists and the local people, and those are the traffic safety and restaurant cleanness including safety in the city to assure the national and international tourists visiting Erbil tourist destination. This research tries to find out how the safety and security measures are managed to assure national and international tourists have a satisfactory experience in Erbil.

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

1.1 Background of study:

This research is takes place in Erbil, a city visited yearly by nearly millions of national and international tourists also, the city is considered a hub for many national and international residents and variety of religions to have a decent life and work in it, and the local government desperately trying to build a region that meets everyone's needs and expectations. After Isis has been defeated in 2016 the local government works hard to improve the economic, social, and environmental development. Many countries already established their representatives in the city as the city has shown a certain safety and security. Tourism management and marketers are increasingly working to enhance the city's growth by turning this city into an international tourism destination to increase employment and strengthen the city economically. Mariyono (2017) believes that foreign visitors boost GDP growth and strengthen the economy. Erbil is known for its ancient history with its old citadel, the UNISCO believe the age of Erbil citadel will dating back to the 19th – 20th centuries, and, to a lesser degree, to the 18th century, including many manmade and natural attraction surrounding the city.

Authorities in Erbil expect every year to receive millions of national and international tourists to visit the attractions, historical and natural spots in and around Erbil however, the local government has not succeeded in reaching the desired number of arrivals, especially international tourists because of safety and security measures. The Iranian and Turkish attacks against their opposition groups inside the Kurdish region have threatened the instability and the visiting tourists to the region. STEENE A, (2000) Asserts visitors to a tourist destination do consider safety into account when they take a decision. Likewise, Breda Z and Costa C (2005) believe that it is a good achievement of a region’s tourism industry to its ability to show competencies in providing tourists with a safe and pleasant visit. Despite of the above tensions with neighboring countries this study focusing on the relation between tourist safety and their satisfaction with Erbil

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

1.2 Problem Statement:

The problem statement of this study focuses on the city of Erbil, the capital of the Kurdistan region in Northern Iraq. Despite being a popular destination for both national and international tourists, the region faces uncertainties in terms of safety due to actions taken by the central government in Iraq and neighboring countries. These actions include pursuing rebels along the borders and within the Kurdistan region, which creates tension among tourists, local residents, and businesses. The perception of safety plays a crucial role in the decision-making process of tourists, as a sense of insecurity can lead to a negative perception of the destination and deter them from returning (George, R 2003, p. 575–585). Moreover, the local government in Erbil is also addressing challenges related to traffic difficulties and personal safety. In light of these issues, this research aims to conduct a survey to assess the level of tourist satisfaction with Erbil.

1.3 Research Questions:

- What is the relationship between destination safety and tourist satisfaction?
- How tourists in Erbil consider safety and security
- How likely are tourists satisfied with safety management?

1.4 Research Objectives:

- To find out the relationship between destination safety and tourist satisfaction
- To explore tourist perception of Erbil in terms of safety and security
- To investigate management safety measures

1.5 Scope of Study:

When the question comes to tourist destination safety, it involves naturally many other realms of safety to consider for example:

- What are the most common safety hazards tourists face?

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

- How do tourists perceive and evaluate the safety and security factors?
- Which travel experience factors influence tourist satisfaction?
- How do tourists consider food safety or traffic safety in a destination?

This study is aiming to find out the relationship between overall tourist safeties with their level of satisfaction. Also, this study uses quantitative methodology by delivering a research survey with tourists visiting Erbil to find out their degree of satisfaction

1.6 Significance of the Study:

The consensus among scholars is that ensuring tourist safety is essential for the success of the tourism industry and the development of a sustainable economy. This study focuses on investigating the level of safety experienced by tourists visiting Erbil and measuring their satisfaction. Understanding the factors that contribute to a safe and satisfying tourist experience is of significant importance in relation to safety and tourist satisfaction. Furthermore, this research aims to identify potential safety hazards and develop strategies to mitigate these risks. Additionally, the study collects data on tourists' preferences, behaviors, and attitudes towards various aspects of their travel experience. This information can assist governments and tourism authorities in identifying areas for improvement and enhancing overall satisfaction. By conducting surveys or gathering feedback from tourists, the researcher can assess levels of tourist satisfaction and identify specific areas, such as personal safety, food safety, or traffic safety, where improvements can be made and appropriate actions can be taken.

1.7 Hypothesis of Study

First research Hypothesis: Safety and security significantly associated with Tourism Satisfaction.

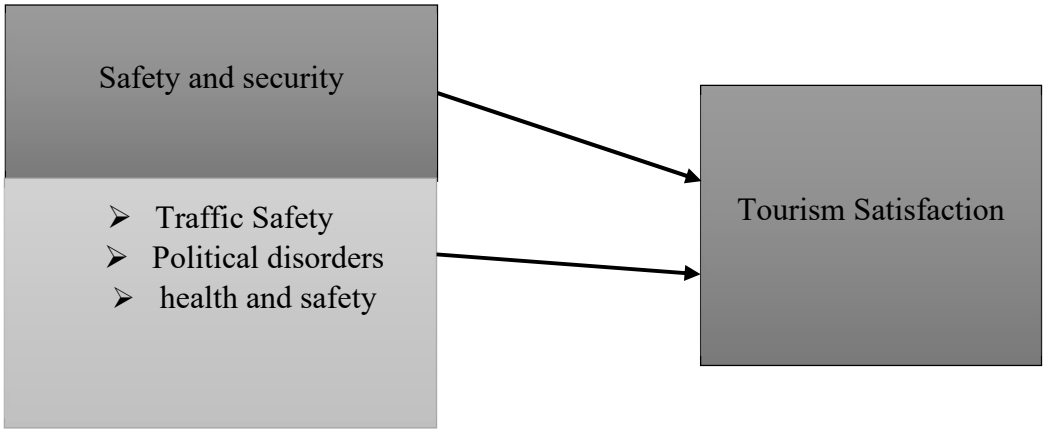
Second research Hypothesis: Traffic Safety significantly associated with Tourism Satisfaction.

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

Third research Hypothesis: Political disorders significantly associated with Tourism Dissatisfaction.

Fourth research Hypothesis: health and safety significantly associated with Tourism Satisfaction

1.8 Model of Study



2. Literature Review

2.1 Erbil as a safety tourist destination

Four million tourists in 2021 visited Kurdistan region tourist destinations (Rudaw, 2021), in ten months in 2022 two million and five hundred tourists visited the capital city Erbil (Kurdistan-24 2022) of these number four hundred and forty-five thousand (445 000) are from outside Iraq, (Erbil General Directorate 2022).

The vast majority of these visitors are from Mid and southern Iraq whilst other tourists who visited Erbil are from neighbouring countries and the Western world, (Rasaiah J. 2016). Erbil city is distinguished by many man-made and natural spots that attract different types of tourists from national and international tourists. It happens sometimes the city exposes to different kinds of terror attacks from neighbouring countries causing uncertainty to the Kurdish region and to the visitors as well. The

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

local government is regularly in contact with the central government in Bagdad and the neighbouring country to set an end to this conflict that spread fear among visitors and local people. Despite all of these conflicts that surround Erbil however, there are millions of national tourists visiting this city and many international companies working in this ancient tourism destination investing in a variety of areas because these companies are against all odds still finding this city stable to work in and live in it. Along with this worrying environment in this region, an increase in the number of traffic incidents are other safety issues that serious challenges that local authorities. According to the Ministry of Health in the KRI, traffic crashes kill 3 people and injured 28 people daily in the KRI, which means about 850 deaths and 10,000 injuries annually (Rudaw, 2017).

2.2 Tourism development and Safety in Erbil:

Erbil is the capital city of Iraqi Kurdistan, since 2005 the city turned into a popular tourism destination for millions of Iraqis and the tourism industry in this part of Iraq expanding at a rapid pace (KRG 2022). Tourism infrastructure has been paid extra attention by the local government, rising the number of hotels, motels and tour companies including poor improvement of traffic infrastructure with decent numbers of trained traffic police and the more international road to meet the standard are among the developed elements that have been a concern for local government and tourism authority because the increased number of traffic accident today in Iraqi Kurdistan is one of the biggest challenges that face the local authority (Mohammed, H et all 2019). The local government constantly try to improve the infrastructure because since the year 2003 part of the international coalition, the international military forces, businessmen, international diplomatic delegations and international tourists based and operating in Erbil. Today Erbil has been a vital spot for international trade as there are oil and gas industries to produce to feed international needs (the Law Reviews 2022).

Nevertheless, many tourism destinations apply their safety and security measures in destination competition, Zou & Meng (2019) believe tourism safety is considered to

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

be one of the piles to attract international tourists. In modern tourist destinations, marketing managers deliver their message of safety and security destinations including having a good portion of pro-tourist local people because these topics are internationally believed to be a central concern for tourism destinations. So, the destination marketing managers in Erbil do have not an easy task tackling international tourists concern who visit Erbil despite the city quite feeling safe for all Iraqis notably, Torres, J in Against the Compass (2022), believes Iraqi Kurdistan is by far the safest place in Iraq. This is acknowledged by the Iraqi people who share the biggest number of visitors to Erbil and luckily, Arabs find Erbil very safe and secure to have their holiday there. Likewise, (The Arab Weekly 2019) classifies Erbil as the safest city for Iraqi people and the Middle East which has high religious tolerance with hundred availabilities of churches and another religious temples.

Dr Omar Ahmed Al-Kanderi, the State of Kuwait's Consul General to Erbil, is impressed by the Kurdistan Region's security and safety, Dr. Omer added also "A massive opening happened when it became a destination for tourists ", Mohammad, S K24 (2021). Furthermore, from the international arrivals, fortunately, no one has been experienced crime or harmed by local people in Erbil which is a good sign of the friendliness of local people that valued very highly. Additionally, the friendliness of local people toward foreign people made some of these foregoing tourists get involved with local people by establishing their own businesses as well, It is worth mentioning that many foreign companies who launched their operations in Bagdad take the Kurdish region as their headquarter because it is safety and secure (Consulates general of the Czech Republic in Erbil-2019). Likewise, the (UK . Gov) 2022 states that the Kurdish region is considered safe enough to offer a good opportunity in the market for different UK companies, especially in the private sector.

The Iraqi people in general have their safety expectations of Erbil expressed as a safe tourist destination, and this is the push factor to have their holiday there because Ahmed, Azam & Bose, 2010 (Owiyo and Mulwa 2018), believe managing safety measures and providing security are considered critical for visiting tourist

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

destinations. Likewise, (Armenski et al., 2018; Zou & Meng, 2020 (Yena, et al 2021) express the importance of destination safety that affirms the consumer decision-making process. This is why having the intention to visit a tourist destination is inspiring decision-making and this is why the destinations compete on safety measures to influence visitors' satisfaction level because competitiveness in safety and security is important for the development and promotion of a destination. Cronje and du Plessis (2020). This is why Valle, et al (2006) believe the satisfaction level of the tourist experience is a determinant to revisit a tourist destination.

2.3 Factors that influence tourist safety:

If someone types the name Iraq in the search engine the first that pops up is alert text or advice to take precautions due to terrorism, kidnapping, armed conflict, or civil unrest, see Travel. State. Gov (Apr. 2022). When Iran recently attacked Erbil's surroundings, the first thing that came to everyone's mind was the safety concern and the future of tourism here in Erbil. (See global times 2022). It is concluded that one of the most significant factors that face safety measures is that Erbil is placed between Iraqi borders, a hard-hit country with many complicated conflicts historically, and for now, many international tourists try to avoid this ancient attracted country because of political disputes in Mid and southern Iraq.

(Zou & Meng (2019) Mansfeld & Pizam, 2006) assert tourism researchers comprehend that the negative effects of safety concerns can influence an entire destination, region, or country. Therefore, (Yena, et al 2021) define security as political instability, economic insecurity, and terrorist attacks, etc. while (Patwardhan et al., 2020 (Yena, et al 2021) define safety as an individual's perception in fact, Zou & Meng (2019) believe tourists' perceived safety is linked to the type of risk and its personal importance. Also, Aguilo et al. (2003 Owiyo, V Mulwa, J 2018) defined safety as the effects of accidents or hazardous forces of nature such as hurricanes, maladies, and earthquakes, while security involves anthropogenic factors, such as political instability, economic insecurity, terrorist attacks etc. Therefore, Zou and Meng (2019, (Mansfeld & Pizam, 2006) believe, that tourists' perceived safety is affected by several

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

factors, depending on the type of risk and its importance. The list of safety concerns is long when considering visiting tourist destinations worldwide, food safety, disease, natural catastrophes, destination crimes, terrorism, and disorder of traffic, all these safety concerns are affecting tourist-related satisfaction and the number of arrivals.

2.4 Customer satisfaction:

Customer satisfaction has been considered by many academics as a key factor for customer behavior intention and destination revisit where destination marketers and academics also increasingly seen satisfaction as an important factor in tourism industry market (Ardani, W et al 2019). Many researchers applied different investigations to measure the level of customer satisfaction with a tourist destination. (Cong and Dong 2017) believe, transport safety has a positive impact on tourists' satisfaction. Also, (Dmitrovic et al., 2009) state that the performance of destination attributes increasingly appeals to more tourists which further yields more tourist satisfaction. Notably, Acar, A (2020) declare to assure food safety in tourism industry it is vital to train restaurant staff and raise awareness about food pollution, inappropriate food storage, cooking temperature, personal hygiene all these factors are crucial for tourists to experience food safety.

It is evident that the big weight of satisfaction resides on how tourists experience their every day in the tourist destination because, (Tribe and Snaith, 1998; Biswas et al 2020) claims that there is a relationship between satisfaction and a comparison of tourist experience and expectation. Furthermore, (Wang and Yang, 2004). emphasize that customer satisfaction is a post consumption evaluation that disappoints, meets or exceeds expectations and is based on the overall experience. therefore, (Khuong, M and Nguyen, P 2017) believe Satisfaction has been seen as a significant tool for business objectives more tourist desire fulfilled the more, they are willing to stay and purchase.

In a study conducted by Khuong M and Nguyen P (2017) studied destination satisfaction affected on tourist's return intention, in this research, factors such as

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

recreations and entertainments, natural environment and cultural and historical attractions had direct or indirect effect on intention to return.

Valle, P et all (2006) conducted research on tourism satisfaction and loyalty intention, 486 tourists were questioned and a structured equation modelling (SEM) was used, the authors found more excellent overall satisfaction results in a good reputation and more probability of destination loyalty. Likewise, Liliana P (2011) in her research about tourism safety and security state that international tourists are very keen on destination image and quality services however, they pay attention highly to their safety, therefore. a country can use safety and security as a destination competitive advantage. Furthermore, Aliman et al (2010) conducted a research about destination satisfaction in Langkawi (Malaysia) the authors found that tourists were happy with expectations, quality services, destination image, cost and risks, in fact the social-security was the most desired by tourists.

In general, many academics are agreed about other variables that are linked to customer satisfaction like quality of products and services, staff performance, tourism infrastructures and tourism safety and security all these play a crucial role in tourist's final level of satisfaction. customer satisfaction defined by (Solomon, 2002) as "overall feelings, or attitudes, a person has about a product after it has been purchased"

Nevertheless, this research investigates the relationship between safety and security to tourist satisfaction in Erbil as the city located in a hot political conflict where safety measures are considered the maximum priority for arrivals to assure tourist satisfaction.

The safety and security measures in tourism industry are considered as one of the toughest challenges facing the destination managers and marketers in Erbil because the threats always come from outside causing worrying and uncertainty between tourists and local residents. The cooperation between local government and destination managers is continuously filled with efforts and sometimes

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

disappointments to achieve an end to this threat. However, despite all safety considerations every year one can witness that between four to five million tourists visit this hard-hit destination. The development of tourism infrastructures such as road, energy, rich local food-culture and untouched nature in rural area including minimal of personal crime and tourist harassment made tourists from Bagdad and southern part of Iraq find this region as a safe and secure. (Volker & Sores, 2002).

3.Research Methodology

This chapter describes the research methodology used in the study, including the research design, data collection, and analysis techniques employed. The purpose of this chapter is to provide a detailed explanation of the research process and the methods used to achieve the research objectives.

3.1 Research Design

This study utilized a quantitative research design to investigate the relationship between research model independent variables (Traffic Safety, Political disorders, health and safety and the dependent variable tourist satisfaction in Erbil, Kurdistan region. The study employed a cross-sectional survey design to obtain data from tourists visiting Erbil. The survey used a structured questionnaire to collect data on tourists' perceptions of safety and security, traffic safety, political disorders, health and safety, and tourism satisfaction.

3.2 Data Collection

The study employed a convenience sampling method to select participants (Creswell, 2014). The participants were tourists visiting Erbil, Kurdistan region, during the study period. The survey questionnaire is self-developed and was distributed to the participants, and the data collection period lasted for two months 50 questionnaires were distributed, and 146 questionnaires were retrieved, all valid for statistical analysis,, representing a response rate of 97%.

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

3.3 Data Analysis Techniques

The study employed descriptive statistics, reliability analysis, correlation analysis, regression analysis, and ANOVA to analyze the data collected, the ANOVA technic usually uses to analyze the result when there is one dependent variable in the research model (Bayih, & Singh, 2020). Descriptive statistics were used to describe the demographic characteristics of the participants. Reliability analysis was used to test the internal consistency of the survey items. Correlation analysis was used to examine the relationship between safety and security, traffic safety, political disorders, health and safety, and tourism satisfaction. Regression analysis was used to test the research hypotheses, and ANOVA was used to evaluate the significance of the relationship between the independent and dependent variables.

3.4 Ethical Considerations

The study adhered to ethical considerations, including obtaining informed consent from the participants, ensuring anonymity and confidentiality of the participant's responses, and ensuring that the study did not cause harm to the participants.

3.5 Limitations

The study was limited by the sample size and the use of a convenience sampling method, which may limit the generalizability of the findings. Additionally, because of seasonality, the study was conducted during a specific time frame, which may not be representative of the entire year.

Overall, this chapter provides a detailed explanation of the research methodology used in the study, including the research design, data collection, and analysis techniques employed, as well as ethical considerations and limitations.

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

4.Data Analysis

4.1 Reliability Analysis

The estimated values for the Cronbach's coefficient used (Singh, 2007) to check the measurement's internal consistency are shown in Table 4.1 below. For safety and security, Cronbach's alpha is (0.823), for tourism satisfaction, (0.844), and for all independent variables and dependent variable, it is (0.906). The reliability test for all constructs was passed according to table (3.1), where all -values were higher than the minimal Cronbach's alpha value advised.

Table 4.1 Reliability of measurements for all variables

Variables	Number of questions	Cronbach's Alpha
Safety and security	15	0.823
Tourism Satisfaction	15	0.844
Overall	30	0.906

Source: the researchers' prepared

4.2 Testing Research Hypotheses

4.2.1 Testing First Research Hypothesis:

Table (4.2): Correlation analysis between Safety and security and Tourism Satisfaction

Correlations			
		Safety and security	Tourism Satisfaction
Safety and security	Pearson Correlation	1	0.807**
	Sig. (2-tailed)		0.000

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

	N	146	146
Tourism Satisfaction	Pearson Correlation	0.807**	
	Sig. (2-tailed)	0.000	
	N	146	146
** Correlation is significant at the 0.01 level (2-tailed).			

Source: the researchers' prepared

The correlation analysis shown in Table (4.2) was used to assess the relationship between safety and security and tourism satisfaction. It was discovered that there is a significant relationship between the two (0.807).

Table (4.3): Model Summary between Safety and security and Tourism Satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.807	0.651	0.645	0.29336
a. Predictors: (Constant), Safety and Security				

Source: the researchers' prepared

As observed in table (4.3), if the value of R square is greater than six, then more than 65% of the elements have been proven.

Table (4.4): ANOVA between Safety and security and Tourism Satisfaction

ANOVA						
Mode		Sum of Square	df	Mean Square	F	Sig.
1	Regression	9.483	1	9.483	110.189	000[b]
	Residual	5.078	59	0.86		

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

	Total	14.561	60			
a. Dependent Variable: Tourism Satisfaction						
b. Predictors: (Constant), Safety and security						

Source: the researchers' prepared

The table (4.4) can be seen ANOVA analysis between Safety and security with Tourism Satisfaction. It was found that the value of F (67.614), which is a significant value at a substantial level (0.000), this means that there is a strong association between Safety and security with Tourism Satisfaction.

Table (4.5): Simple regression analysis between Safety and security and Tourism Satisfaction.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std.Error			
1	(Constant)	0691	0.279		2.475	0.16
	Tourism Satisfaction.	0.834	0.079	0.807	10.497	0.00
a. Dependent Variable: Tourism Satisfaction						

Source: the researchers' prepared

In table (4.5), the relationship between safety and security and tourist satisfaction is shown to be regressive. As observed in the table above, both B and Beta have positive values that are higher than 0.5, indicating a positive correlation between safety and security and tourist satisfaction.

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

4.2.2 Testing Second Research Hypothesis

Table (4.6): Correlation analysis between Traffic Safety and Tourism Satisfaction

Correlations			
		Traffic Safety	Tourism Satisfaction
Traffic Safety	Pearson Correlation	1	0.612
	Sig. (2-tailed)		0.00
	N	146	146
Tourism Satisfaction	Pearson Correlation	0.612	1
	Sig. (2-tailed)	0.00	
	N	146	146
** Correlation is significant at the 0.01 level (2-tailed).			

Source: the researchers' prepared

Table (4.6) illustrates correlation analysis to assess the relationship between Traffic Safety and Tourism Satisfaction, and it was discovered that there is a significant relationship between them (0.612).

Table (4.7): Model Summary between Traffic Safety and Tourism Satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.612[a]	0.375	0.364	0.39287
b. Predictors: (Constant), Traffic Safety				

Source: the researchers' prepared

As it can be seen in table (4.7), the value of R square is more than three this means that more than 37% of factors have been demonstrated.

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

Table (4.8): ANOVA between Traffic Safety and Tourism Satisfaction

ANOVA						
Mode		Sum of Square	df	Mean Square	F	Sig.
1	Regression	5.454	1	5.454	35.337	0.000[b]
	Residual	9.107	59	0.154		
	Total	14.561	60			
a. Dependent Variable: Tourism Satisfaction						
b. Predictors: (Constant), Traffic Safety						

Source: the researchers' prepared

The ANOVA study between Traffic Safety and Tourism Satisfaction is shown in table (4.8) It was found that the value of F (67.614), which is a significant value at a substantial level (0.000), indicating a substantial correlation between Traffic Safety and Tourism Satisfaction.

Table (4.9): Simple regression analysis between Traffic Safety and Tourism Satisfaction.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std.Error			
1	(Constant)	2.044	0.265		7.707	0.00
	Tourism Satisfaction.	0.422	0.071	0.612	5.944	0.00
b. Dependent Variable: Tourism Satisfaction						

Source: the researchers' prepared

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

It is established that there is a regressive relationship between traffic safety and Tourism Satisfaction. As can be seen in the table above, B and Beta both have positive values greater than 0.5, demonstrating a positive correlation between Tourism Satisfaction and safety and security.

4.2.3 Testing Third Research Hypothesis

Table (4.10): Correlation analysis between Political disorders and Tourism Satisfaction

Correlations			
		Political disorders	Tourism Satisfaction
Traffic Safety	Pearson Correlation	1	0.583[a]
	Sig. (2-tailed)		0.00
	N	146	146
Political disorders	Pearson Correlation	0.583[a]	1
	Sig. (2-tailed)	0.00	
	N	146	146
** Correlation is significant at the 0.01 level (2-tailed).			

Source: the researchers' prepared

The correlation analysis shown in Table (4.10) was used to assess the relationship between Political disorders and tourism satisfaction. It was discovered that there is a significant relationship between the two (0.583).

Table (4.11): Model Summary between Political disorders and Tourism Satisfaction

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.583[a]	0.340	0.328	0.40371
c. Predictors: (Constant), Political disorders				

Source: the researchers' prepared

As observed in table (4.11), if the value of R square is greater than Three, then more than 34% of the elements have been proven.

Table (4.12): ANOVA between Political disorders and Tourism Satisfaction

ANOVA[a]						
Mode		Sum of Square	df	Mean Square	F	Sig.
1	Regression	4.945	1	4.945	30.339	0.000[b]
	Residual	9.616	59	0.163		
	Total	14.561	60			
c. Dependent Variable: Tourism Satisfaction						
d. Predictors: (Constant), Political disorders						

Source: the researchers' prepared

The table (4.12) can be seen ANOVA analysis between Political disorders with Tourism Satisfaction. It was found that the value of F (67.614), which is a significant value at a substantial level (0.000), this means that there is a strong association between Political disorders with Tourism Satisfaction.

Table (4.13): Simple regression analysis between Political disorders and Tourism Satisfaction.

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std.Error			
1	(Constant)	1.647	0.357		4.615	0.00
	Tourism Satisfaction.	0.512	0.093	0.583	5.508	0.00
c. Dependent Variable: Tourism Satisfaction						

Source: the researchers' prepared

In table (4.13), the relationship between Political disorders and tourist satisfaction is shown to be regressive. As observed in the table above, both B and Beta have positive values that are higher than 0.5, indicating a positive correlation between Political disorders and tourist satisfaction.

4.2.4 Testing Fourth Research Hypothesis

Table (4.14): Correlation analysis between health and safety and Tourism Satisfaction

Correlations			
		health and safety	Tourism Satisfaction
Traffic Safety	Pearson Correlation	1	0.633[a]
	Sig. (2-tailed)		0.00
	N	146	146
health and safety	Pearson Correlation	0.633[a]	1
	Sig. (2-tailed)	0.00	
	N	146	146

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

** Correlation is significant at the 0.01 level (2-tailed).

Source: the researchers' prepared

Table (4.6) demonstrates correlation analysis to assess the relationship between health and safety and Tourism Satisfaction, and it was discovered that there is a significant relationship between them (0.612).

Table (4.15): Model Summary Between health and safety and Tourism Satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.633[a]	0.400	0.390	0.38473
d. Predictors: (Constant), health and safety				

Source: the researchers' prepared

As it can be seen in table (4.15) the value of R square is more than three this means that more than 39% of factors have been demonstrated.

Table (4.16): ANOVA between health and safety and Tourism Satisfaction

ANOVA[a]						
Mode		Sum of Square	df	Mean Square	F	Sig.
1	Regression	5.828	1	5.828	39.372	0.00[b]
	Residual	8.733	59	0.148		
	Total	14.561	60			
e. Dependent Variable: Tourism Satisfaction						
f. Predictors: (Constant), health and safety						

Source: the researchers' prepared

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

The ANOVA study between health and safety and Tourism Satisfaction is shown in table (4.16) It was found that the value of F (39.372), which is a significant value at a substantial level (0.000), indicating a substantial correlation between health and safety and Tourism Satisfaction.

Table (4.17): Simple regression analysis between health and safety and Tourism Satisfaction.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std.Error			
1	(Constant)	2.090	0.244		8.551	0.00
	Tourism Satisfaction.	0.505	0.080	0.633	6.275	0.00
d. Dependent Variable: Tourism Satisfaction						

Source: the researchers' prepared

It is established that there is a regressive relationship between health and safety and Tourism Satisfaction. As can be seen in the table above, B and Beta both have positive values greater than 0.5, demonstrating a positive correlation between Tourism Satisfaction and health and safety.

5.Conclusion and recommendation:

Based on the results obtained in Chapter Three, it can be concluded that there is firstly, a significant relationship between destination safety and tourist satisfaction in Erbil, Kurdistan region. Secondly, the correlation analysis showed that there is a positive and significant relationship between safety and security and tourism satisfaction. Thirdly, the ANOVA results indicate that the association between safety and security with tourism satisfaction is significant. Lastly, the regression analysis

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

found that the relationship between safety and security and tourist satisfaction is regressive. Thus, the first research hypothesis has been confirmed.
Furthermore, the correlation analysis also indicated a positive and significant relationship between traffic safety and tourism satisfaction in Erbil, Kurdistan region. Therefore, it can be inferred that the local government in Erbil needs to address traffic issues to increase tourist satisfaction and attract more visitors. The second research hypothesis is also confirmed.

Based on the findings, it is recommended the local government consider the followings:

1- Prioritize the improvement of safety and security measures in the region, including traffic safety.

2- The government needs to collaborate with other security and traffic management agencies, especially during periods of uncertainty.

3- Regular monitoring of the implementation of safety and security measures, coupled with public awareness campaigns on the importance of safety measures, can enhance tourists' confidence in the destination. Moreover, the study's findings

4- suggest the importance of ongoing efforts to maintain and improve the quality of tourism services, including safety management.

5- The local government should continue to facilitate the provision of high-quality services, including hospitality, transportation, and accommodation, to maintain and improve the positive perception of tourists toward the Erbil, Kurdistan region

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

References.

1. Ahmed, F., Azam, M. S., & Bose, T. K. (2010). Factors affecting the selection of tour destination in Bangladesh: An empirical analysis. International journal of Business and Management, 5(3), 52.
2. Alexandris, K., Kouthouris, C., & Meligdis, A. (2006). Increasing customers' loyalty in a skiing resort: The contribution of place attachment and service quality. International journal of contemporary hospitality management.
3. Aliman, N. K., Hashim, S. M., Wahid, S. D. M., & Harudin, S. (2016). Touristsį satisfaction with a destination: An investigation on visitors to Langkawi Island. International Journal of Marketing Studies, 8(3), 173-188.
4. Ardani, W., Rahyuda, K., Giantari, I. G. A. K., & Sukaatmadja, I. P. G. (2019). Customer satisfaction and behavioral intentions in tourism: A literature review. International Journal of Applied Business and International Management (IJABIM), 4(3), 84-93.
5. Armenski, T., Dwyer, L., & Pavluković, V. (2018). Destination competitiveness: Public and private sector tourism management in Serbia. Journal of travel research, 57(3), 384-398.
6. Kim, A. K., & Brown, G. (2012). Understanding the relationships between perceived travel experiences, overall satisfaction, and destination loyalty. Anatolia, 23(3), 328-347.
7. Travel.State.Gov. (2022, July 1). Retrieved May 22, 2022, from Travel.State.GovU.S. DEPARTMENT of STATE — BUREAU of CONSULAR AFFAIRS: https://travel.state.gov/content/travel/en/traveladvisories/traveladvisories/iraq-travel-advisory.html
8. George, R. (2003). Tourist's perceptions of safety and security while visiting Cape Town. Tourism management, 24(5), 575-585.
9. Tanja Dmitrovi, Ljubica Kneževi, Cvelbar Tomaž Kolar Maja Makovec Bren#i# Irena Ograjenšek Vesna Žabkar, (2009),"Conceptualizing tourist satisfaction at

the destination level", International Journal of Culture, Tourism and Hospitality Research, Vol. 3 Iss 2 pp. 116 - 126

10. Mansfeld, Y., & Pizam, A. (2006). Tourism, Security and Safety. Routledge.
11. Mohammed, D. S. (2021, 2021 14). K24. Retrieved May 22 , 2022, from 'Kurdistan Region safety, security, and political leadership's keenness for development are 'impressive': Kuwait's CG to Erbil:
12. https://www.kurdistan24.net/en/story/26242-%E2%80%98Kurdistan-Region-safety,-security,-and-political-leadership%27s-keenness-for-development-are-%27impressive%27:-Kuwait%27s-CG-to-Erbil%20%2022%20May%202022
13. Owiyo, V., & Mulwa, J. (2018). Safety and Security in Tourism Destinations: Its moderating role in the Destination Competitiveness Determinants and Destination Competitiveness Nexus in Western Kenya Circuit I. International Journal of Research in Management & Business Studies, 30-33.
14. Patwardhan, V., Ribeiro, M., Payini, V., Woosnam, K., Mallya, J., & Gopalakrishnan, P. (2020). Visitors' Place Attachment and Destination Loyalty: Examining the Roles of Emotional Solidarity and Perceived Safety. Journal of Travel Research 59 (1): 3–21.
15. Sangpikul, A. (2018). The effects of travel experience dimensions on tourist satisfaction and destination loyalty: the case of an island destination. International Journal of Culture, Tourism and Hospitality Research.
16. Dmitrović, T., Knežević Cvelbar, L., Kolar, T., Makovec Brenčič, M., Ograjenšek, I., & Žabkar, V. (2009). Conceptualizing tourist satisfaction at the destination level. International Journal of culture, tourism and hospitality research, 3(2), 116-126.
17. Wang, X., Zhang, J., Gu, C., & Zhen, F. (2009). Examining antecedents and consequences of tourist satisfaction: A structural modeling approach. Tsinghua Science and technology, 14(3), 397-406.
18. Zou, Y., & Mawby, R. I. (2021). Perceptions of safety among visitors to China: feeling safe in an unfamiliar environment. Safer communities, 20(1), 16-30.

19. Zou, Y., & Meng, F. (2020). Chinese tourists' sense of safety: Perceptions of expected and experienced destination safety. Current Issues in Tourism, 23(15), 1886-1899.
20. Le, C. C., & Dong, D. X. (2017). Factors affecting European tourists' satisfaction in Nha Trang city: perceptions of destination quality. International Journal of Tourism Cities.
21. Soderberg, N. E., & Phillips, D. L. (2015). Task Force Report: State-building in Iraqi Kurdistan. file at: http://www. humanrightscolumbia. org/sites/default/files/pdf/pbhr_state_building_kurdistan. pdf, 31.
22. https://www.rudaw.net/english/kurdistan/31122021 September 20, 2022
23. https://www.bbc.com/news/world-middle-east-62246911 September 20, 2022
24. https://www.gov.uk/government/publications/exporting-to-iraq/doing-business-in-iraq-including-the-iraqi-kurdistan-region-iraq-trade-and-export-guide Oct 2022
25. https://thearabweekly.com/erbil-iraqis-favourite-holiday-destination 6th October 2022
26. https://www.rudaw.net/english/kurdistan/31122021 November 7, 2022
27. https://www.mzv.cz/erbil/en/trade_and_economy/business_guide_for_czech_companies/why_iraqi_kurdistan/index.html November 18, 2022
28. https://thelawreviews.co.uk/title/the-oil-and-gas-law-review/iraqi-kurdistan#:~:text=The%20Iraqi%20oil%20sector%20was,tcf%20of%20largely%20unproven%20gas. November 19, 2022

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

ڕێوشوێنی سەلامەتی و ئەمنی ئامرازێکی بەهێزە بۆ ڕەزامەندی گەشتیاران لە شاری هەولێر

پوختە:

هەولێر، پایتەختی هەرێمی کوردستان لە باکوری عێراق، ساڵانە ملیۆنان گەشتیاری نیشتمانی و نێودەوڵەتی بۆ لای خۆی ڕادەکێشێت. بەڵام هەرێم بەهۆی حکومەتی ناوەندی لەلایەک و ململانێی وڵاتانی دراوسێ لەلایەکی ترەوە ڕووبەڕووی سەلامەتی نادیار دەبێتەوە، ئەمەش گرژی لەنێوان گەشتیاران و بازرگانانی ناوخۆ دروست دەکات. ئەم توێژینەوەیە ئامانجی لێکۆڵینەوە بوو لە پەیوەندی نێوان سەلامەتی شوێنی مەبەست و ڕەزامەندی گەشتیاران لە هەولێری هەرێمی کوردستان. توێژەران لەسەر بنەمای ئەم توێژینەوەیە لەسەر ڕێبازی وەسفکردنی شیکاری. نمونەیەکی هەڕەمەکی چیندار لە دانیشتوانی توێژینەوەکە (گەشتیارانی شاری هەولێر) ، قەبارەی نمونەیەکە (160) وەرگیرا، بە مەبەستی ڕوونکردنەوەی گۆڕاوە سەرەکی و لاوەکییەکان هەروەها هەڵسەنگاندنی پەیوەندی و کاریگەری نێوان گۆڕاوەکان. 160 پرسیارنامە دابەشکراون، 146 پرسیارنامە هاوردەکراون، هەر 146 پرسیارنامەش توانیویانە بۆ شیکاری بەکاربهێنرێن. گریمانەکان بە بەکارهێنانی شێوازە ئامارییەکان بە بەکارهێنانی بەرنامەی کۆمپیوتەر (SPSS V.25) تاقیکرانەوە. ئەنجامەکان پەیوەندییەکی ئەرێنی بەرچاویان لە نێوان سەلامەتی و ئاسایش، سەلامەتی هاتوچۆ، تەندروستی و سەلامەتی، و ڕەزامەندی گەشتیاران نیشان دا. توێژینەوەکە پێشنیاری ئەوە دەکات کە حکومەتی خۆجێی باشترکردنی ڕێوشوێنی سەلامەتی و ئاسایش لە پێشینەی کارەکانیدا، لەوانەش سەلامەتی هاتوچۆ، هاوکاری لەگەڵ دەزگاکانی تری ئەمنی و بەڕێوەبردنی هاتوچۆ بکات بۆ بەرزکردنەوەی متمانەی گەشتیاران بە شوێنی مەبەست. چاودێری بەردەوام و هەڵمەتی هۆشیاری گشتی پێویستە. پێویستە حکومەت بەردەوام بێت لە پێشکەشکردنی خزمەتگوزارییەکان بەکوالیتی بەرز، لەوانە میوانداری، گواستنەوە، و شوێنی نیشتەجێبوون، بۆ پاراستن و باشترکردنی تێڕوانینی ئەرێنی گەشتیاران بەرامبەر بە هەولێر. دۆزینەوەکانی ئەم توێژینەوەیە دەتوانن یارمەتی حکومەتی خۆجێی و پیشەسازی گەشتیاری لە هەولێر بدەن بۆ بەرزکردنەوەی سەلامەتی و ڕازیبوونی گەشتیاران، ئەمەش دەبێتە هۆی زیادبوونی داهاتی گەشتیاری

QALAAI ZANISTSCIENTIFIC JOURNAL
A Scientific Quarterly Refereed Journal Issued by Lebanese French University – Erbil, Kurdistan, Iraq
Vol. (9), No (1), Spring 2024
ISSN 2518-6566 (Online) - ISSN 2518-6558 (Print)

إجراءات الأمن والسلامة تعتبرمن أدوات القوية للرضا السيائحين في مدينة أربيل

ملخص

تستقطب أربيل ، عاصمة إقليم كردستان في شمال العراق ، ملايين السياح المحليين والدوليين سنويًا. ومع ذلك ، فإن المنطقة تواجه أمانًا غير مؤكد بسبب الحكومة المركزية من ناحية وصراعات الدول المجاورة من ناحية أخرى ، مما يخلق توترًا بين السياح والشركات المحلية. هدفت هذه الدراسة إلى معرفة العلاقة بين سلامة الوجهة ورضا السياح في أربيل ، إقليم كردستان. اعتمد الباحثون في هذا البحث على المنهج الوصفي التحليلي. تم اختيار عينة عشوائية طبقية من مجتمع البحث (سياح في مدينة أربيل) ، بحجم عينة (160) لشرح المتغيرات الرئيسية والفرعية وكذلك لتقدير الارتباط والتأثير بين المتغيرات. تم توزيع 160 استبانة ، وتم استيراد 146 منه، وكانت 146 منه صالح للتحليل. تم اختبار الفرضيات من خلال تطبيق الطرق الإحصائية باستخدام برنامج الكمبيوتر (SPSS V.25).وأظهرت النتائج وجود علاقة إيجابية ذات دلالة إحصائية بين السلامة والأمن ، والسلامة المرورية ، والصحة والسلامة ، ورضا السائحين. توصي الدراسة بأن تعطي الحكومة المحلية الأولوية لتحسين تدابير السلامة والأمن ، بما في ذلك السلامة المرورية ، والتعاون مع وكالات الأمن وإدارة المرور الأخرى لتعزيز ثقة السياح في وجهة. المراقبة المنتظمة وحملات التوعية العامة الضرورية. يجب أن تستمر الحكومة في تقديم خدمات عالية الجودة ، بما في ذلك الضيافة والنقل والإقامة ، للحفاظ على النظرة الإيجابية للسياح تجاه أربيل وتحسينها. يمكن أن تساعد نتائج هذه الدراسة الحكومة المحلية وصناعة السياحة في أربيل على تعزيز سلامة ورضا السياح ، مما يؤدي إلى زيادة عائدات السياحة.