

Role of Legal Services in Tourism Development: A Case of the Republic of Iraq

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ABSTRACT

The Republic of Iraq is a potential tourist destination. However, the country has witnessed persistent civil disturbance in the past several decades. High levels of civil unrest, political instability, and widely reported cases of human rights abuses in the country and the region at large have created economic uncertainty, especially in the country's tourism sector. To this end, this study employs a survey to investigate the impacts of political and economic stability, legal services, functional local authority, and accessibility on tourism. Three hundred questionnaires were administered and collected from conveniently accessed respondents for data analysis. In the study, empirical evidence for the hypotheses examined was found to be significant, with the three factors having positive effects on the development of the tourism sector in Iraq. This investigation also offers policy directives to stakeholders in the tourism sector in Iraq, especially in the area of offering quality legal services to protect the rights of tourists from potential human rights abuses and security issues. Furthermore, the study reveals the critical roles of political and economic stability, functional local authorities, and accessibility of destinations.

Keywords: legal services; political and economic stability; accessibility; tourism development; tourism destination; Republic of Iraq

ÖZ

Irak Cumhuriyeti turizm açısından potansiyele sahiptir. Ancak, ülke son yarım yüzyılda iç savaş ve müdahaleler yaşamıştır. Yüksek oranda politik dengesizlikler ve insan hakları ihlalleri rapor edilmiş ve bölge büyük bir ekonomik belirsizlik içerisinde olmuştur. Bu çalışmada politik dengesizlikler ile ekonomik istikrarsızlık, hukuki hizmetler, yerel otoritenin fonksiyonunun turizm üzerine etkileri incelenmiştir. Çalışmanın amaçlarına ulaşabilmek için üç yüz anket dağıtılmış ve toplanan veriler analiz edilmiştir. Bu çalışmada ortaya konan hipotezler incelenip test edilmiş ve üç faktörün Irak turizm sektörünü olumlu etkilediği yönünde bulgulara rastlanmıştır. Bu araştırma ayrıca Irak'taki politika uygulayıcıları ile turizm sektörü paydaşlarına, özellikle hukuki hizmetler yönünde tavsiyeler ortaya çıkarmıştır. Çalışma politik ve ekonomik istikrarın kritik önemini, yerel yönetimlerin ve destinasyonlara ulaşımın kritik önemini ortaya çıkarmaktadır.

Anahtar kelimeler: yasal hizmetler, politik ve ekonomik istikrar, ulaşılabilirlik, turizm gelişimi, turizm destinasyonu, Irak Cumhuriyeti

DEDICATION

To

My dear father OSMAN QASIM

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LIST OF ABBREVIATIONS

GDP	Gross Domestic Product
MoU	Memorandum of Understanding
PPPs	Public-Private Partnerships
UNESCAP	United Nations Economic and Social Commission in Asia and the Pacific
UNWTO	United Nations World Tourism Organization
WTO	World Trade Organization

Chapter 1

INTRODUCTION

1.1 Introduction

The competitiveness of a country's tourism sector development is a function of that country's socio-economic and political structures (Choi & Turk, 2011). Tourism activities contribute globally to employment and other economic and social developments either directly or indirectly through the transportation, business, entertainment, and accommodation (hotel) industries. In recent decades, tourism has cut across social structures, cultures, heritages, sexes, and social backgrounds, among many other domains (Goldberg, 1993). Tourism is one of the world's fastest growing industries despite natural disasters (tsunamis, air catastrophes, and environmental hazards), insecurity, and the global economic meltdown (Akadiri, Akadiri, & Alola, 2017; Alola & Alola, 2018a, b). International tourism receipts surged from \$2 billion USD in the 1950s to more than \$1,700 billion USD in 2019 (United Nations World Tourism Organization, UNWTO, 2019). In the same period, the industry experienced more than 1.4 billion arrivals, culminating in total exports of \$1.7 trillion. The above indices place the tourism sector at third in regard to world earnings from exports, and it is responsible for ten percent (10%) of the world's Gross Domestic Product (United Nations World Tourism Organization, UNWTO, 2019).

By unveiling its plan on “Tourism and the Sustainable Development Goals (SDGs)—Journey to 2030,” the United Nations World Tourism Organization (UNWTO)

demonstrated that it aims at building knowledge and empowering tourism stakeholders to adopt progressive policies that potentially drive growth (UNWTO, 2018). When this objective was outlined, the year 2017 was designated as the “International Year for Sustainable Tourism for Development” by the United Nations General Assembly (UNWTO, 2018). In addition, the UNWTO reiterated the focal responsibility of the tourism industry’s stakeholders toward the core policies of business, decision-making, and sustainable development. Hence, the tourism sector is not by any means excluded from the responsibility of employing the tools of the economy to achieve the Sustainable Development Goals by 2030. Aligning business policy and investments (in tourism) around the SDGs is essential to the actualization of these goals. However, external threats, such as the lack of effective justice systems, climate change, natural disasters, regional and international security issues, and global economic uncertainty are reported to endanger tourism’s potential to achieve the SDGs (UNWTO, 2018). Specifically, the sixteenth SDG clearly identifies the role of peace, societal inclusiveness, and access to justice for all as key components in attaining sustainable development (UNWTO, 2018). The administration of justice in society is not only crucial to nation-building, but also to visiting tourists, especially in a tourist destination like Iraq. This is because the civility of the personnel providing legal services in the country (Alola, Avci, & Oztüren, 2018) is as important as the revenue generated through the tourism sector.

The Republic of Iraq, which was occupied by the United Kingdom (UK) during World War I and later became an independent state, is a key tourist destination, especially for religious tourism (Hamarneh, 2014; Eid & El-Gohary, 2015). As a country in the Middle East, it borders the Persian Gulf between Iran and Kuwait and has a population

of over 40 million people (Central Intelligence Agency, CIA, 2019). Iraq hosts several tourist attraction sites, including holy site locations, the Tigris and Euphrates rivers, mountains from north to south, and different symbolic caves. Moreover, Iraq possesses multiple types of tourist attractions, among which are the remnants of ancient civilizations, holy and religious sites, and some of nature's most beautiful mountains and rivers stretching from north to south. Despite these advantages, the development of the country's tourism sector in the face of increased world tourism is still below its potential. The reason for the underdevelopment of the tourism sector in Iraq is attributed to many of its recent challenges. Iraq has recently been plagued with a difficult security situation, failure in adopting a modern policy framework for cultural or religious reasons, and a lack of investment in infrastructure and essential services. These compelling problems need to be carefully and persistently investigated so that solutions will further motivate the development of the country's tourism sector and, most importantly, its economic expansion and sustainability (Harun et al., 2018; Mirisae & Ahmad, 2018).

In light of the motivating circumstances illustrated above, this thesis investigates how tourist access to competent legal services enhances the tourism sector's development in Iraq. The study adopts a quantitative approach to investigate the effects of legal services, political and economic stability, and access to tourism destinations on attaining sustainable tourism development. The dire need for effective justice services—especially in Iraq, which has a potential link to severe human rights abuses—has been sparsely investigated in the current context. In Iraq, abuses of human rights arise due to the upsurge in violence allegedly perpetrated by the Islamic State in Iraq and al-Sham (ISIS) and the systemic patterns of abuse displayed by government

institutions (Amnesty International, AI, 2018). Hence, strong institutions and useful policy frameworks are essential to the development of tourism. This is simply because a strengthened legal institution in the country offers a strong guarantee to potential tourists of their safety and offers, at least, access to legal support when their fundamental rights are threatened. With these aforementioned motivations, the current study is believed to specifically contribute to the existing literature.

1.2 Purpose and Importance of the Study

This study is designed to investigate the role of legal services in tourism development in the Republic of Iraq by demonstrating the importance of engaging legal services and the probable drawbacks to the application of the legal system in tourism development in the country. The Republic of Iraq is known to be a host to some major tourist attractions, but the security situation and other regional tensions have constituted major sources of concern for the tourism industry and the country's developmental drive. Considering the degree of security entanglements, there is significant reason to explore the role of the country's legal system in ensuring that visiting tourists are not encountered with threats to their lives or breaches of privacy in connection with tourism-related activities. Thus, this study will provide a proper platform for the researcher to offer useful and relevant recommendations to the country's Ministry of Tourism, tourism stakeholders, practitioners, and other policymakers for achieving competitive and sustainable tourism development.

1.3 Contributions of the Study

Considering the objective of the study, the scope of the study includes the following:

1. The study offers recommendations to the Republic of Iraq on the need to further explore the country's tourism industry as an effective mechanism for achieving economic diversification as the attractiveness of the global crude oil market

continues to plummet. This is because the economy of the Republic of Iraq has consistently been supported by crude oil, which has also been linked to the country's age-long civil unrest.

2. Considering that tourism development has consistently been linked with economic development and the global economic outlook from the perspective of the Sustainable Development Goals (SDGs), the need to continue to make the industry more attractive cannot be overemphasized. In the current study, the role of an effective legal system in a tourism destination is considered to be vital since both tourists and service providers in the tourism sector might, at any time, need to employ the service of legal representation to correct or seek the interpretation of the law.

The sections of this study are arranged in the following ways. Chapter two presents the general literature's perspective on the link between tourism and the legal system. Chapter three illustrates this study's research methodology and offers a description of its data-collection procedures and hypotheses. Chapter four contains the results, a structural equation model, and a discussion of the findings. In Chapter five, concluding remarks, policy implications, and recommendations for stakeholders and practitioners are presented.

Chapter 2

LITERATURE REVIEW

2.1 A Synopsis of Tourism and Legal Services

The dynamic nature of law and its socio-economic implications for the evolution of tourism have been discussed in recent studies (Callander & Page, 2003; Tunney, 2014; Gawor & Dolnicki, 2018; Nurjaya, 2018; Olson & Park, 2018; Zolotovskiy, Davydova, Bokov, & Stelnik, 2019). The perceived attractiveness of tourism and heritage sites and the environmental quality of destinations are believed to be influenced by the effective implementation of legal frameworks and environmental protection policies (Callander & Page, 2003; Gawor & Dolnicki, 2018; Nurjaya, 2018). In addition, Nurjaya (2018) and Zolotovskiy et al. (2018) argue that effective policies and legal instruments and strong political leadership are vital tools in attaining sustainable tourism development. The literature maintains that regulatory policies in the tourism industry, such as those that guide the promotion and advertisement of tourism products, will ensure effective regulations that improve competitiveness, thus improving the tourism structure for both tourists and investors. In sum, the aforementioned legal frameworks and policies are potential determinants of the nature and provisions of a country's legal services.

Moreover, the existence of legal issues (resulting from accidents, criminality, medical mishap, etc.) and risks raises the need for legal services to be provided to tourists (Gozgor et al., 2019). For instance, the effective use of a destination's traffic

regulations and provision of legal services to traffic offenders will contribute to better road safety, thus addressing the risks that are associated with means of transportation and other tourism services. Moreover, the clear presence of criminal activity in a tourist destination is a major indicator that the provision of legal services to visiting tourists is an essential corporate instrument. On the other hand, the lack of such a regulatory framework is a potential cause of risk and a breach of international law, as it denies tourists access to legal services. The desire to protect and preserve tourists' rights, especially in the host country, will necessitate an improved legal system. This, in turn, will strengthen the tourism industry and the economy of the destination. In extant studies, the implications of the legal system for tourism are also found to be relevant to the areas of religion, medicine, sustainable environments, and other tourism adjuncts, such as cannabis tourism (Muñoz-Leiva & Bakucz, 2018; Olson & Park, 2018; Keul & Eisenhauer, 2019). Hence, in achieving tourism development through an effective legal system, a destination's political and economic stability and the hosts' attitudes and perceptions (including behaviors and culture) are essential to the destination's institutional frameworks.

To address any legal issues (arising from accidents around tourism facilities at resorts, crimes on the beach, and other threat-related incidents or crimes against tourists), tourists are expected to engage the services provided within the legal framework of the host country (Page & Meyer, 1996). This is why Gozgor et al. (2019) investigated the effectiveness of the legal system on tourism development. Gozgor et al. employed the econometric tools of fixed effects, Hausman-Taylor, and the Generalized Method of Moments to investigate the impact of effective legal systems in 152 countries during the period from 1995 to 2015. The study found that a high-quality legal system and

improved protection of property rights are important factors determining inbound tourism in the panel countries. Gozgor et al. (2019) further opined that a high level of judicial independence was crucial to the development of the tourism industry in the countries studied. The provision of legal services in the concept of tourism is not limited to the case of accidents or potential sources of accidents, criminal actions, or other similar situations that might trigger legal issues (Piekarz, Jenkins, & Mills, 2015; Gstaettner, Lee, & Rodger, 2018; Heggie, 2018). As detailed in a study by Veal (2015), the aspects of human rights and leisure are carefully outlined in six comprehensive parts, with emphases on the interplay of the two subjects. In the case of a crime or injustice that is perpetrated by the service provided, setting an individual or an institution from the host country against the tourist or vice versa, the law is expected to be applied in full force. The same situation applies to a tourist who flouts traffic rules by driving under the influence of alcohol or drugs or is involved in an assault. Hence, the provision of legal services is expected to further brighten the future of the tourism sector development and its sustainability.

2.2 Outer Space Tourism and Legal Challenges

Space tourism began to evolve with non-professional space explorers paying for a trip to outer space. Denis Tito had to be the primary private space visitor when, in 2001, he voyaged to space as an admission-paying traveler. In spite of the fact that the flight included a government vehicle, his cooperation in it was individually supported (Krishnan, 2011).

Space tourism, according to Hobe and Cloppenburg (2004), refers to any form of commercial activity that makes room for customers to have either a direct or indirect space travel experience. Outer space tourism began in earnest after the launch of the

first artificial satellite in 1957. A space tourist will be defined as someone who travels in space. Krishnan (2011), similarly, defines a space tourist as someone who explores space to gain experiences, for recreational purposes, or for the sake of adventure. Nonetheless, this definition does not include the likes of astronauts, whose profession is to travel to outer space. Space activities could be linked directly with political objectives, which are concerned with national security issues and military conflicts between the USA and the Soviet Union.

Space tourism has started to blossom, doing very well over the years. In October 2004, the Scaled Composites company won the Ansari X Prize. This was made possible by the use of their space vehicle, which was used for flying more than 100 kilometers above earth's surface twice within two weeks. This space ship will take an equivalent of two other passengers as a payload to certain destinations. In 2016, the Russian Space Agency began to take people privately to the International Space Station. Since then, the private space tourism business has continually blossomed; many more such companies were established. Virgin Galactic, Sir Richard Branson's company, made an offer detailing their plans to allow tourists to go on a 90-minute-long journey. People would pay 200,000 US dollars to enter a sub-orbital space at three times the speed of sound with the company's spacecraft (Ferreira-Snyman, 2014).

The desire of tourists to explore new and exciting places does not leave out space tourism. There is a strong desire to explore the cosmos, which have always inspired the human imagination. This has, so far, made it possible for humans to explore the sky; it helps them to see adventurous and recreational activities that take place in outer space. Research in the field of tourism has revealed that, in the industry, people have frequently expressed the desire to fly into outer space; it has been the dream of the

industry that there might be a possibility of space travel for the general public sometime in the future (Krishnan, 2011). Benkoe et al. (2011) similarly agree that an ancient dream in human history has been travelling to the moon. Yet our knowledge of these planets is still relatively small. Therefore, if space tourism can be well-managed in terms of the legal framework, reliability, and safety, all these areas can be well-explored as an everyday routine.

However, when imagining a travel industry in space, we should differentiate between flights to a space station and standard flights to the moon or DeLanes (which are not in any way a sensible option for the present). One could also imagine suborbital flights, which could be widely available in the foreseeable future. Suborbital flights are illustrative flights, where travelers arrive at a height of around 100 km so they can experience zero gravity for a few days. So as to consider the opportunity that could be incorporated are unquestionably starting at now tall in the midst of timetable symbolic flights and still progressively unsafe in the midst of longer stays in circle yet they can't be delineated in percent-age terms since plan flights for space tourists are in a manner of speaking inside the masterminding. We do not have any reliable association with "space travelers" who are not expertly arranged space explorers (both in the physical and psychological senses), so reliable information on such a topic is not available.

Right now, there is no worldwide lawful structure for this specific issue, and there are no uniform global guidelines concerning the obligations of the supplier of room flights towards the space voyager. In the US alone, we can discover inconsistent guidelines at the state government level, for example, in the laws enacted in Florida, New Mexico, and Virginia (where visitor flights may be offered soon). Consequently, travelers are expected to educate themselves about the "inalienable risks" of their excursions

(demise, damage, and conceivable physical and mental harm are just as possible as financial misfortune). This applies specifically to the dangers of takeoff and landing, where such dangers are especially apparent. Furthermore, potential explorers should likewise be acquainted with the way that numerous dangers of room flight are still unknown (Benkoe et al. 2011).

Developing work on the possibility of creating a traveler space travel industry practically equivalent to discuss travel suggests that it has unbelievable financial esteem; it would be a dreadfully pervasive advantage and requires far off less hypothesis than space associations. This space industry requires extensive financing for its services. For this reason, credibility is particularly charming from various points of view: monetarily, socially, strategically and comprehensively. Research carried out in Japan, Canada, the USA, Germany, and Britain all incorporates an equivalent structure, with most people being eager to make a visit to space (Krishnan, 2011). Space tourism now represents a huge potential market; it is only potentially large, however, because it requires a good deal of technical ability to service the market. It has been noted that over time, space tourism will generate great potential market value, considering the generous revenues associated with this type of tourism. However, if space tourists are left on their own without any form of legal binding, the activities might not serve the essential benefit of all mankind (Ferreira-Snyman, 2014).

Until now, business usage of space has been the norm for most space-faring nations. For business-oriented space travel and the travel industry to come down to the level of monetary feasibility, we currently need ways to deal with imaginative progressions. Reusable dispatch vehicles are the key segments inside the acknowledgment mastermind. At show, very reusable dispatch vehicles are inside the arrangement

compose. Although the Space Shuttle is an incredible machine, it has serious drawbacks: it is unpredictable, work-concentrated, uncommonly expensive, deficient in a manner of speaking, reusable, and possesses an uncertain safety record. With the decision of NASA to end the shuttle program, we must find a workable pace can be the accompanying colossal pushed program. With the present status of inventive progression, it is possible to design and make spacecraft that can take off and return on autopilot regardless of whether it is night or day and in all atmospheric conditions. Future spacecraft should ensure thrilling augmentations in space flight safety levels for dispatch, reemergence, and landing. The challenge will be to join the general straightforwardness of disposable rockets with the unflinching quality and security of planes (Krishnan, 2011).

The space tourism market will advance through distinctive stages. It will begin with enterprising visitors investigating space travel by paying a few million dollars for a trip and stabilize into a well-developed visitor adventure with low costs and straightforward services. Current promotion diagrams show that, on average, 80% of people between the ages of 20 and 29 are interested in space travel. A couple of industry contenders are vying for this promotion by giving Earth-based space related the travel industry works out. Perhaps the best form for the nascent travel industry is the strong money-related sound with government and private division reinforce.

The travel industry comprises 10% of the world economy. It is an industry capable of driving governments and private entities into building a suitable reusable dispatch vehicle that can allow for energetic space exploration by humans. Government financing can complement funds from private budgetary authorities to tighten the funding gap and develop stronger markets. This will be required, since the high

demands of space flight have caused significant damage and the long recovery period for vessels weakens private exercises (Krishnan, 2011).

According to Virgin Galactic's estimate, it was predicted that space tourism would take hundreds and even thousands of people to space in years to come. However, space tourism is currently in its childhood, as it is still developing. As this development takes place and activities related to space tourism begin to increase, it will become inevitable that more accidents will arise from this cause. This, in turn, will give rise to more legal questions about the responsibility of states to rescue space tourists who might be in problematic situations and to pay damages for which they might have become liable (Ferreira-Snyman, 2014).

Regardless of whether incidents are avoidable in terrestrial space and outer space, what remains unclear, based on the methodology of the two legal structures, is which organization will be responsible when a space vehicle comes back to soil with no assistance from an airplane. This is because there is no overall comprehension of the limit between talk about space and outer space. It seems unreasonable, regardless, to apply two legal systems (both terrestrial law and outer space law) to the movement into space, while one genuine structure is connected to the movement coming back to earth. It may be that to ensure the end-goal of genuine legal stability, states should agree on a single specific legal structure that will apply to the entire space the travel industry covers, i.e., to and from outer space. Regardless, it is agreed that, as of late, the formation of a specific organization by modifying the current principles of talk about and space law to space the travel industry works out, with Masson-Zwaan and Freeland, that current space law should inside the interims be associated. This can be

enhanced by a code of rules designed to supply lucidity and legitimate assurance on issues like commitment and the status of space tourists (Ferreira-Snyman, 2014).

2.3 Death Tourism and Legal Implications

When death is the destination, there is no doubt that legal implications will arise. Although there has not been a generally accepted definition of dark tourism over the years, scholars have managed to make dark tourism a research interest, and there have been several findings on the topic (Topsaka and Ekici, 2014). Death tourism, also known as dark tourism or grief tourism, involves travelling to certain locations that are familiar with death and suffering. Thanatourism, or dark tourism, includes visits to sites such as battlefields, prisons, slavery sites, graveyards, and other places related to suffering (Miller and Gonzalez, 2013). There is no doubt that grief is fast becoming a growing part of the tourism industry. The emerging phenomenon of orchestrating travel with the aim of ending one's own life, which is also described as dark tourism, is certainly a new and growing aspect within the tourism industry. The trend in death tourism surely has the potential to spread far beyond Europe: for a while now, some individuals have decided to do away with artificial life support procedures and die instead. Some communities and nations have taken very rigid stands to ensure that individuals who choose to commit this act will be discouraged; in these countries, assisted suicide is strictly prohibited. Because of the different views on this topic amongst different countries, it has become very controversial, giving rise to many legal proceedings (Miller and Gonzalez, 2013).

Studies have also pointed out how tourism to destinations with natural disasters represents dark tourism. Over the years, destinations associated with natural disasters, despite always being very memorable, have been known to be directly related to dark

tourists themselves (Kang et al., 2012). One country that has been specifically marked as a dark tourism destination is Turkey. Topsaka and Ekici (2014) shed more light on how Turkey has the most potential for tourism sites and attractions, and thus for research on the subject. They argue that if the country raises more awareness about its dark tourism sites and presents them as a special interest, it has great potential to gain a competitive advantage over other tourist destinations. Turkey, which consists of areas such as Anatolia and Eastern Thrace, makes up one of the oldest inhabited regions in the world. The Anatolia region holds the memory of ancient cultures and is home to ten of the world's greatest civilizations. It is the origin of the god of art, the goddess of love, St. Mary Magdalene, St. Virgin Mary, Father Christmas (whom children still fantasize about today), and Fatih Sultan Mehmet. Some of the numerous dark tourist sites that Turkey contains include museums, mausoleums, churches, battlefields, the Ulucanlar Prison Museum, cemeteries, and the Van Earthquake Museum.

Despite the potential dark tourism holds as a special kind of tourism, some researchers have questioned why a tourist would be attracted to these destinations. Bowman and Pezzullo (2010) raised this issue in a study; they tried to understand why tourists would be drawn to locations known to be associated with death. Their answer invokes the idea of the thanoptic tradition. Since the Romantic era of the 18th and early 19th centuries, these thanoptic practices have been associated with Western religious and philosophical thoughts. Moral, spiritual, ideological, and aesthetic edification are thought to result from these practices. Bowman and Pezzulo also asked if visits to these dark sites made tourists anxious; the effects of their visits to these destinations remain unknown.

Researchers only wondered if anxiety was part of the motivating factor for visiting such sites in the first place; after the visits, these tourists gained relief from their anxiety. Speaking of motivation, tourism research has different explanations for the experiences tourists have at each site. These experiences and the motivations behind such visits to disaster sites are directly linked; they are explained as the connections and associations each person has with a particular location. These sites are said to attract two general types of visitors. First, there are the people who go there mainly for the experience and to recount what they have seen to others. The second type of people are those who visit because they are directly linked to the sites by personal connections (Hang Kong et al., 2015).

Bowman and Pezzullo (2010) have raised questions about whether dark tourism sites should be abandoned, since tourists appear to be delimited in specific areas. The tourists who visit the dark tourist sites are judged to be mere tourists if they behave in ways that are deemed inappropriate. There seems to be a certain expectation about the reaction that people should have when they visit these sites. Over the years, research done on battlefields, war memorials, museums, and all sorts of toxic places has proven that the tourists who visit these sites are expected to have a certain type of reaction when they visit. Although it has also been proven that the reactions created in the minds of these tourists can differ from person to person, this is because people travel for different reasons. For example, some people have been recorded travelling to mourn their ancestors; these sites are considered to be sacred for these tourists. Others visit these sites to gain knowledge of important historical moments. Other tourists who tend to not have any form of reaction during their visits to these sites react that way because they only made those visits due to boredom, apathy, preoccupation, and

antipathy against someone or something else. Meanwhile, some just decided to visit these sites once in a lifetime.

Researchers find these reactions to be more intense for people who have direct links with those whose lives were lost at strategic places. Tourists tend to empathize more when they have relationships with the lost lives, such as nationalist feelings, blood ties, or ethnic links (Bowman and Pezzullo, 2010). The media play a significant role in determining the experiences of tourists when they visit these sites (Hang Kong et al., 2015). Tourists who have come into contact with documentary research like books or documentary films often show less emotion when they visit these sites, while tourists who have no prior expectations display higher levels of emotion during these visits (Hang Kong et al., 2015).

2.4 Other Factors Affecting Tourism Development

2.4.1 The Nexus of Tourism and Political-Economic Stability

Political and economic stability is one important factor that can increase the attraction of potential tourists. Politically risky countries are those without a stable political atmosphere, where there is insecurity and threats to peace and tranquility. Following the United States-led invasion of Iraq in 2003, the complexity and trajectories of the approaches to reconstruction have shown that such attempts are aimed beyond the social, political, and economic systems of the country (Belloni & Costantini, 2019; Coyne & Coyne, 2019). In this regard, reducing risk and the perception of risk should be a major priority for attracting tourists and foreign investors (Bentley & Page, 2001; Bentley, Page, & Laird, 2001). Hence, the main goal of a destination area such as Iraq in this context is to redefine the country's image to allay the fears associated with the

pre-war era (United Nations Conference on Trade and Development, UNCTAD, 2002).

However, several studies, such as Glover and Sebastian (2015), Mansfeld (1996), Moscardo, Pearce and Morrison (2001), Eftichaidou (2001), and Lubbe (1998) have argued that economic status, culture, lifestyle taste, and social group also determine tourism decisions and preferences for a destination. Specifically, while constructing the primary images of destinations by placing potential tourists on the continuum (of push and pull), cultural orientations that divide across segments are empirically observed to determine tourists' destination preferences. Awaritefe (2003) points out that culture and socio-economic or demographic factors are strong determinants of tourism development and the industry's sustainability. Tourism inflow brings about economic growth (Alola, Avci, & Ozturen, 2018). Shopping is trendy for American vacationers, and tourists often have fun shopping (Josiam, Kinley, & Kim, 2005). Most tourists go home with souvenirs to show evidence of travel experience. Furthermore, various business opportunities in host destinations attract potential foreign investors (Joyner et al., 2018).

2.4.2 Local Authority Committed to Tourism Development

Infrastructural developments (for instance, durable airports, safe public transportation systems with good road networks, etc.) are all situated in the domain of the local authority (Wu, Pearce, & Li, 2018). Services like parking areas, policing and security, beach cleaning, and waste disposal should be made readily available for the promotion of tourism activities in destinations like Iraq. The presence of multiple tourist attraction centers (such as ancient civilizations, wild beauty, river patterns flowing from the North to the South, holy places of religious activity, etc.) has further attracted people

from different parts of the world (Boivin & Tanguay, 2019). The positive attitude of the Iraqis—especially toward business that is related, directly and indirectly, to tourism—has further encouraged and enhanced the steady inflow of tourists.

The planning and development of local, community-based tourism destinations, as illustrated in collaboration theory, is vital to the advancement of any tourism industry (Jamal & Getz, 1995). A study by Muresan et al. (2016) identifies the challenges in planning and enhancing the attractiveness of local tourist destinations. Similarly, the perceptions of rural residents and citizens' trust in the government's handling of tourism industry development are investigated by Muresan et al. (2016) and Nunkoo (2015), respectively. For instance, in Timothy and Nyaupane (2009), residents are empirically observed to acknowledge the importance of economic, infrastructural, demographic, and social-cultural factors as key determinants in the sustainable development of tourism. Hence, sustaining the development of the tourism sector would make the sector an integral part of a country's economy.

2.4.3 Ease Accessibility of a Region

Tourism industry development in destination countries is largely dependent on the accessibility of such destinations (Aubert, 2005; Kupke, 2013). This is one of the most vital factors in tourism development, yet it is commonly neglected by countries that are looking for ways of widening their touristic scope. The geographical locations of destination countries and the accessibility of those countries' attractions are believed to be important and determining factors. Obviously, in deciding on their next destination or holiday preference, tourists are expected to consider or map out the proximity and accessibility of their potential destinations (Eichhorn & Buhalis, 2011; Kastenholz, Eusébio, Figueiredo, & Lima, 2012). For instance, certain potential

tourists, such as the aged and physically challenged, will be more desirous to visit developed countries since there is a higher likelihood of prioritized or carefully provided roads, pathways, and infrastructural accessibilities (Buhalis, Darcy, & Ambrose, 2012; Fernández & Ubach, 2018). Road accessibility to tourist destinations (Vila, Darcy, & González, 2015) and access to specific transport systems at the destination are both important to the sustainability of the tourism industry. In a study by Vila, Darcy, and González (2015), the authors specifically identify differences in the use of public transportation systems by tourists in rural and urban destinations. While the study argued that tourists in rural destinations are not acquainted with public transportation, the reverse is the case for tourists in urban destinations. However, the investigation noted that, for attaining sustainable mobility, destination satisfaction remains the key motivation ensuring the accessibility of tourist destinations.

Similarly, road accessibility, as illustrated in the case of the Polish-Slovak border (Więckowski et al., 2014), is thought to be a vital determinant of tourism industry development. The study observed that the development of transport infrastructure and adequate accessibility of tourist sites are essential for the development of the tourism industry and for the enhancement of tourist potential. Interestingly, another newly emerging concept of accessible tourism is the disability tourism market (Le-Klaehn & Hall, 2015). As this study inferred, the competitiveness of the disability tourism market has further widened the scope and stressed the importance of accessibility to the sustainability of the tourism industry.

Chapter 3

RESEARCH METHODOLOGY

3.1 The Research Model and Hypotheses

In order to achieve the aims of the current research study, the conceptual framework of Manrai and Manrai (2009) is adopted for the investigation. Consequently, the five well-known stages of consumer decision-making and related consumer behavior are considered. The stages are grouped into three categories: before purchase and consumption, during purchase and consumption, and after purchase and consumption. The study adopted this model and aligned it with the purpose of investigating the impacts of the chosen variables on Iraq's tourism sector development. Manrai and Manrai (2009) classified each of the groups with respective items, as given below. We place the variables from the adopted model side by side with our choice of variables. Thus,

- a. Tourist Behavior Domains Before Travel (Political and Economic Stability)
- b. Tourist Behavior Domains During Travel (Legal Services, Local Authorities, Accessibility)
- c. Tourist Behavior Domains After Travel (Tourism Sector Development)

Before Travel (which goes with political and economic stability in this case) constitutes the perspective of tourists regarding their preferences and intentions about a choice destination. During Travel (presented here alongside legal services, local authorities, and accessibility to the destination) signifies the experiences,

engagements, and related behavior during the period of stay at the destination. After Travel (represented as tourism sector development) amounts to the evaluation of the effects of Before and During Travel on tourism sector development (Kozak & Baloglu, 2010).

3.2 Data Collection

The data was collected from tourists who were physically present in Iraq, especially those who had visited the country in previous years. The respondents were contacted using face-to-face convenience sampling techniques. A total of 300 questionnaires were administered to the respondents. The most appropriate approach for data collection is to investigate the population subset; this is an a priori step toward a specific study (Bornstein, Jager, & Putnick, 2013). According to the researcher's judgment, the sample size (300) was chosen for a few reasons: (1) the study was not aimed at generalizing results for the population or general public but rather to investigate the aforementioned relationships (Valencia & Crouch, 2008); (2) there was no available information on the number of visiting tourists annually and there was a limited number of willing respondents, as similarly emphasized in Darvishmotevali, Arasli, & Kilic (2017). Lastly, the use of 300 responses is justified by the study by Olson and Park (2018), where 306 respondents were utilized for a case study of the United States. Having strategically carried out data collection between July and September 2018, which is a peak period for tourists to visit Iraq, it was difficult to get beyond 300 willing respondents. In administering the questionnaires, there was no special consideration or specific target among the respondents other than the usual tourists. The researcher met the respondents at a tourist site with permission from a local guild. Before it was time for data collection, a letter was sent to the tourist guide seeking permission and getting information on when the tourist would be arriving. The

respondents were asked to seal the questionnaire after filling it out to decrease the potential threat of common method bias (Tsung Hung Lee, 2009). The questionnaire was prepared in English; therefore, there was no need for back translation.

3.3 Pilot Study

A pilot study was conducted with 20 participants to check the readability of the questions, correct any errors or ambiguous statements, and ensure that there was no bias in the investigation. The essence of the pilot test is to identify potential problems, such as language and readability issues, that might arise while distributing and collecting the questionnaire. With respect to further clarifications that were obtained from the feedback on the pilot study, additional corrections were incorporated to suit the final respondents' levels of understanding (Alola, Avci, & Ozturen, 2018; Al-Talabani et al., 2019). Subsequently, 300 questionnaires were retrieved and used for the study, representing a response rate of 85.7%.

3.4 Measurement Scales

The questionnaire for this study was adapted from the literature by using the scales of valid and reliable studies. Political and economic stability was measured with seven items adapted from Tsung Hung Lee's (2009) study. The sample item is "Travelling to Iraq for tourism purpose has a lot of benefits." From a study by Martins and Del Bosque (2008), a seven-item scale was employed to assess legal services. Items included, "My choice of Iraq as my tourism destination is because of the easy access to legal services," and "Provision of legal service is among the behaviors of the tourism sector development that help my choice." From a study by Brown, Ham, and Hughes (2010), a seven-item scale was used for measuring the functionality of the local authorities. The sample items are, "The infrastructures and transport system in Iraq is motivating to tourists," and "The organization of the tourism system is a global

standard.” Nine items were taken from the work of Wakefield and Blodgett (1999) and Lu J. et al. (2016); for example, “It is convenient at a short distance,” and “I am satisfied with the value of customer treatment and services from the organization”.

3.5 Tourist Behavior Domains Before-travel (Political and Economic Stability)

This stage is based on decision-making that stems from various reasons that can convince a potential tourist to embark on a tourist visitation. Although the motive for travel could include personal, social, or recreational needs (Valencia & Crouch, 2008), tourists’ decisions can also be affected by financial, political, or social factors (Causevic & Lynch, 2013). Travel risks, such as insecurity and anxiety, that might be experienced from hearing news about the instability of political activities and acts of violence in the country of destination can be considered influential factors for tourists. Thus, it will be logical to propose the following hypothesis:

H1: Political and economic stability is a positive determinant of tourism sector development.

3.6 Tourist Behavior During-travel (Legal Service, Local Authorities and Accessibility)

Tourists’ destination choices and decisions are centered on the activities that take place during the adventure or tour (Shao & Sharlicki, 2014). According to Wood (2005) and Sharp (2018), this simply measures the level of coordination of the internal structures, institutions, and national developments that influence the tourism industry. Moreover, in making a destination choice, tourists consider both accessibility and availability of legal frameworks to address ethical concerns, risks, and related issues of medical tourism, reproductive tourism, adventure tourism, and other tourism concepts (Kastenholz, Eusébio, Figueiredo, & Lima, 2012; Callander & Page, 2003; George &

Panko, 2011). These variations include the beliefs of various groups, individual differences, and personal traits as well as the psychological proceedings interwoven with travel and tourism behavior.

H2: Local authority performance is positively related to legal services.

H3: The accessibility of the tourism destination is positively related to legal services.

H4: Political and economic stability is positively related to legal services.

H5: Functional local authority performance is positively related to tourism sector development.

H6: The accessibility of the tourism destination is positively related to tourism sector development.

H7: Legal services are a positive determinant of tourism sector development.

Complementing the classifications of Manrai and Manrai (2009), a study by Choi and Turk (2011) further identifies the indicators of sustainable tourism, including political, economic, cultural, and community dimensions. Conversely, the causes of political instability, which include terror attacks and uncertainty, were investigated in a study by Valencia and Crouch (2008). Moreover, an elaborate study of the categories of mistreatment that exist between customers and employees and a classification of customer responses to citizens' behaviour were offered in the study of Shao and Skarlicki (2014). The model below (see Figure 1) depicts the interplay between classes

of the aforementioned factors that potentially influence the tourism sector's development. The arrow proposes that legal services, social and political stability, local authority's commitment to tourism development, and accessibility are crucial in developing and building a sustainable tourism industry. (These are hypotheses 5 to 7, i.e., H5 to H7; they represent point c, "*Tourist Behavior Domains After Travel*," in section 3.1 above). In particular, hypothesis 7 (H7) captures the potential effect of legal services on tourism development in Iraq.

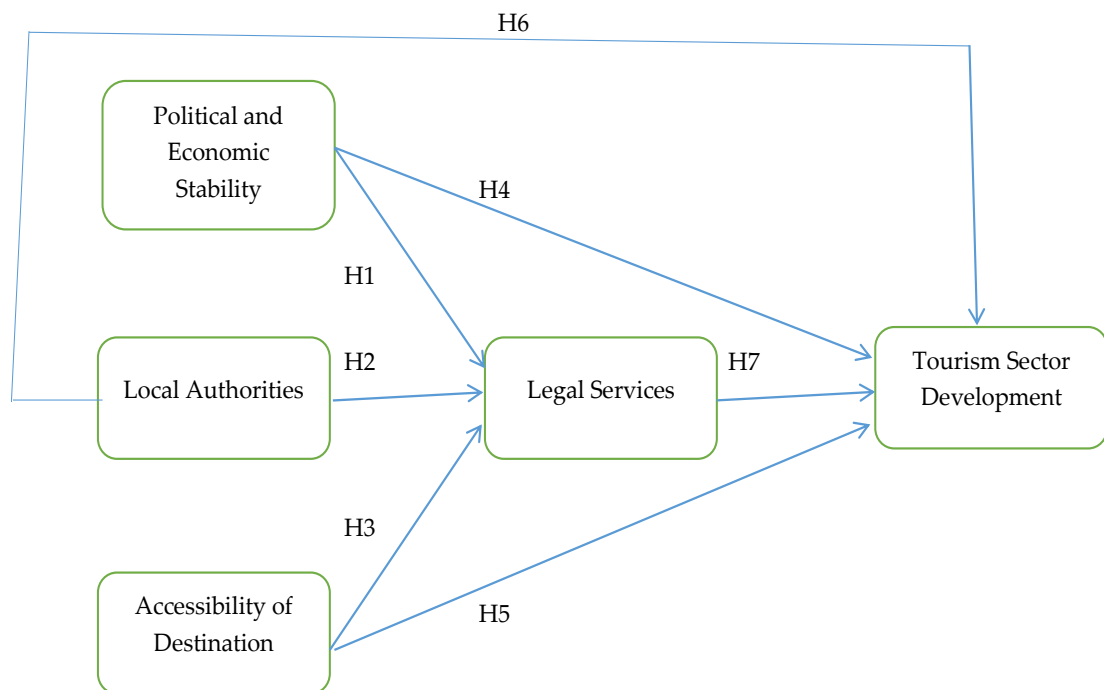


Figure 1: Research Model

Chapter 4

FINDINGS AND DISCUSSION

4.1 Data Analyses

The demographic profile of the respondents is presented in Table 1. This illustrates the classifications and representation of information of the 300 respondents.

Table 1: Descriptive Statistics of Respondents.

Characteristics	Frequency	Percentage
Gender		
Male	118	39.3
Female	182	60.7
Total	300	100.0
Age		
18-25	1	0.3
26-33	6	2.0
34-41	19	6.3
42-50	59	19.7
50 and above	215	71.7
Total	300	100.0
Occupation		
Civil servant	43	14.3
Engineer	26	8.7
Pensioner	43	14.3
Business	54	18.0
Teacher	36	12.0
Accountant	15	5.0
Architecture	22	7.3
Lecturer	17	5.7
Real estate	15	5.0
Student	10	3.3
Psychologist	19	6.3
Total	300	100.0

Marital Status		
Single	43	47.7
Married	230	76.7
Divorced	21	7.0
Widow/widower	6	2.0
Total	300	100.0
Number of Children		
None	70	23.3
1	67	22.3
2	94	31.3
3	57	19
4	10	3.3
5+	2	0.7
Total	300	100.0
Monthly Average Income		
100-1000	11	3.7
1100-2000	41	13.7
2100-3000	123	41
3100-4000	66	22
4100-5000	42	14
5100 and Above	17	5.7
Total	300	100
Nationality		
Germany	32	10.7
United Kingdom	35	11.7
Austria	52	17.3
Sweden	22	7.3
Denmark	39	13
Russia	35	11.7
America	23	7.7
Turkish	33	11
Ukraine	17	5.7
Iranian	12	4
Total	300	100

Given that the demography of the data is presented in Table 1, the result of the correlation analysis is presented in Table 2, along with the means and standard deviations of the study variables. In line with the recommendation by Rhoades and

Eisenberger (2002), the demographic variables of the respondents were incorporated to check the relationship between the variables of the research model.

Table 2: Correlations between the Variables

Variables	1	2	3	4	5	6	7	8
1. Gender	-							
2. Age	-.055	-						
3. Marital Status	.021	.398**	-					
4. Pol. and Econ. Stability	.118*	.063	-.024	-				
5. Local Authority	.002	-.044	-.047	.485**	-			
6. Accessibility	-.027	-.001	-.063	.095	-.166**	-		
7. Legal Services	.62	-.342	.260	.278**	.269**	-.182**	-	
8. Tourism Sector Develop.	.083	.027	.025	-.172**	-.182**	.217**	.546**	-
Mean	1.61	4.60	1.96	3.26	3.18	3.30	3.29	
Standard Deviation	2.87							
	.49	.73	.55	.77	.67	.65	.62	.99

Correlations are significant at ** $p < 0.01$ (two tailed). Note: Pol. and econ denotes Political and economic while Develop implies development. Also, the numbers 1, 2, 3, 4, 5, and 6 are respectively the gender, age, marital status, political and economic stability, local authority, accessibility, legal services, and tourism sector development.

No significant correlation was observed between the demographic variables and the study variables. The high number of Europeans (not considering specific preferences among the countries) is additional evidence that Europeans are one of the most travelled tourists globally (see Table 1). A report indicates that 62% of European Union residents made at least one personal trip in a year (European Union Commission, EU, 2018). Legal services were positively correlated with tourism development ($r = .162^{**}p < 0.01$). Political and social stability and legal services are positively correlated ($r = .154^{**}p < 0.01$). Tourism development is correlated with political and social stability ($r = .248^{**}p < 0.01$). On the other hand, political and social stability are positively correlated with accessibility ($r = .199^{**}p < 0.01$).

4.2 Model Fit Indices

4.2.1 Confirmatory Factory Analysis

To further test the proposed model, the researcher used the IBM AMOS statistics tool.

The results, which are presented in Table 3, indicated a good fit of the five-factor model to the data on the basis of a number of fit statistics: χ^2 (chi-square) = 434.70, df (degree of freedom) = 315, χ^2/df = 1.38; CFI (comparative fit index) = 0.95; PNFI (parsimony normed fit index) = 0.78; RMSEA (root mean square error of approximation) = 0.055; and SRMR (standardized root mean residual) = 0.047.

According to Byrne (2001), the results indicate a good fit to the model.

Table 3: Scale items and Confirmatory Factor Analysis (CFA)

Scale Items	Loading	t-values	AVE	CR
Political and Economic Stability			0.69	0.92
Item 1	.84	Fixed		
Item 2	.81	25.22		
Item 3	.70	20.19		
Item 4	.70	20.23		
Item 5	.71	21.50		
Item 6	.70	20.11		
Item 7	.60	18.59		
Local Authority			0.51	0.92
Item 1	.76	Fixed		
Item 2	.91	40.27		
Item 3	.83	38.96		
Item 4	.83	38.92		
Item 5	.68	15.08		
Item 6	-	-	0.53	0.77
Accessibility				
Item 1	.78	Fixed		
Item 2	.94	10.15		
Item 3	.81	9.87		
Legal Service			0.57	0.84
Item 1	-	-		
Item 2	.74	Fixed		
Item 3	.77	14.83		
Item 4	.86	15.98		
Item 5	.76	14.01		
Item 6	.71	12.97		
Tourism Sector Development			0.64	0.79
Item 1	.74	Fixed		

Item 2	.99	30.74
Item 3	.74	26.36
Item 4	.99	30.80
Item 5	.71	22.83

Note: Model fit statistics: $\chi^2 = 434.70$, $df = 315$, $\chi^2 / df = 1.38$; CFI = 0.95; PNFI = 0.78; RMSEA = 0.055; SRMR = 0.047. Notes: All loadings were significant. AVE = Average variance extracted; CR = Composite reliability; CFI = Comparative fit index; PNFI = Parsimony normed fit index; RMSEA = Root mean square error of approximation. For brevity of space and convenience, the descriptions of the items are provided in the Appendix (A) at the end of the manuscript.

We employed the variance inflation factor (VIF) to control for multi-collinearity, such that the VIF threshold is 5 (Hair, 2017). Diamantopoulos and Siguaw (2006), on the other hand, suggested a threshold of less than 3.3 from the study findings; the VIF is 2.6. Therefore, there was no concern for multi-collinearity.

4.2.2 Hypotheses Testing

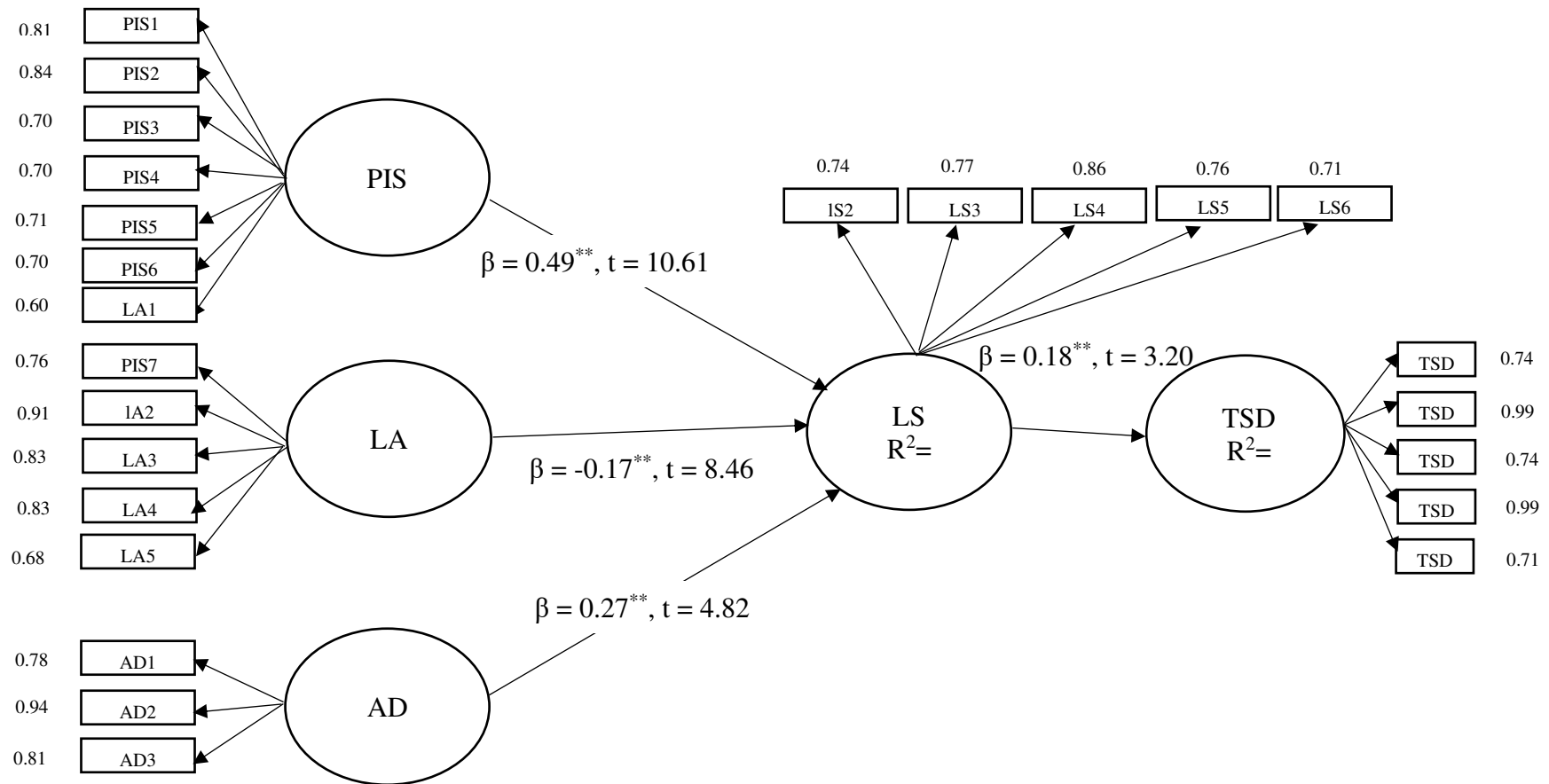
The hypotheses of the proposed research model were tested via path analyses. The results and the diagrammatic presentation of the path analysis are presented in Table 4 and Figure 2, respectively.

Table 4: Results of Path Analysis

Parameter	Standardized Estimates	t-value	R ²
<i>Relationship*</i>	<i>Direct Effect</i>		
PIS → LS	.485	10.612**	.235
LA → LS	-.166	8.459**	.028
ATD → LS	.269	4.824 **	.072
PIS → TSD	0.172	-3.013**	.300
LA → TSD	0.217	3.846**	.047
ATD → TSD	0.546	-.546**	.298
LS → TSD	0.182	-3.203**	.33

*PIS = Political and Economic stability, LS = Legal Service, LA = Local Authorities, ATD = Accessibility of tourism destination, TSD= Tourism Sector Development.

Hypothesis H1, which proposed that political and economic stability is a positive determinant of tourism sector development, was accepted. Hypotheses 2, 3, and 4 (H2 proposes that local authority performance is positively related to legal services, H3 proposes that accessibility to the tourism destination is positively related to legal services, and H4 proposes that political and economic stability is positively related to legal services) are statistically significant. H5, which hypothesized that functional local authorities would be a positive determinant of tourism sector development, was accepted. H6, which proposed that the accessibility of the tourism destination is a positive determinant of tourism sector development, was confirmed. Finally, H7, which predicted that legal services are a positive determinant of tourism sector development, was accepted.



Model fit statistics: $\chi^2 = 501.85$, $df = 315$, $\chi^2 / df = 1.59$; CFI = 0.93; PNFI = 0.75; RMSEA = 0.060; SRMR = 0.052.

Figure 2: Path Model

4.3 Discussion

Studies have consistently suggested that tourism will continue to contribute significantly to mainstream economic development through job creation, investments, and other means (Witt & Witt, 1995; McGahey, 2006). A description of the items is provided in appendix A of the legal services indicates a good research direction. The significance of the Cronbach alpha (α), the Eigen values (1.877), and the percentage of variance (6.475%) in Table 3 supports the significant empirical evidence of correlation between legal services (LS) and Tourism Sector Development (TSD), as shown in Table 2. In the confirmatory test indicated by the path analysis of Table 3 and Figure 2, there is significant empirical evidence that LS determines TSD, with t-statistics of 3.203 and R-squared of 0.33. However, the impact of tourism sector development is no doubt hampered by increasing concerns about global social and economic disturbances, unrest, political instability, violence, and terrorist activities that are a threat to the lives of natives and visitors alike (World Trade Organization, WTO, 2002).

The results of the current study are indeed similar to previous studies of the nexus between tourism and political and economic stability (Piekarz, Jenkins, & Mills, 2015; Gstaettner, Lee, & Rodger, 2018; Heggie, 2018; Vael, 2015; Bloomer & O'Dowd, 2014; Crooks et al., 2013). The problem of political instability and the low ebb of security have the capacity to affect the experience that foreign tourists have of any destination. For example, terrorist attacks provoked dangerous conflicts and crises that are responsible for the decline of tourism sector development in Iraq (Hall, 2002; Dwyer, Forsyth, & Dwyer, 2010; Nawar, 2014). Some of the effects of terrorism and instability include interruption of hotels and airline operations. In the case of Iraq, the

post-war experience has significantly affected the country's socioeconomic dynamics and institutions, thus plunging the country into a fragile state.

Effective access through an efficient transportation system to and from destination sites, places, and countries is also an important factor that is necessary for the development of a destination country (Vila, Darcy, & Gonzalez, 2015; Wieckowski et al., 2014). The current study, like the extant literature, maintained that both functional local authorities and accessibility of the tourism destination are statistically significant and positive determinants of tourism sector development (Choi & Turk, 2011; Nunkoo, 2015; Jeuring & Haartsen, 2017). Based on the extant literature, the location of a destination country vis-à-vis its accessibility is quite important to the growth of the tourism sector in such a country.

Furthermore, the results of the current study show that the mediating effect of legal services is significant. The establishment of legal services is empirically observed to be positively related to tourism sector development in Iraq. The justification is that the availability of an effective legal system in a country like Iraq, which is characterized by human rights abuses, would probably boost the confidence of potential tourists. In previous studies, evidence has shown that access to an effective legal system is vital to tourism development (Gozgor et al., 2019). Protecting tourists' rights in the host country will definitely necessitate an improved legal system, thus strengthening the tourism industry and the economy of the destination. Also, there is an existential approach to the application of law in medical tourism destinations and other destinations where the threat to life or human rights abuses are relatively high (Mirrer-Singer, 2007; De la Hoz-Correa, Munoz-Leiva, & Bakucz, 2018; Olya & Al-ansi, 2018; Page & Meyer, 1996).

Legal services mediate between political and economic stability, functional local authorities, accessibility to the tourism destination, and tourism sector development. In this case, except for the interaction of the legal services with the functional local authorities, the other two interactions (i.e., LS with ATD and LS with PIS) exhibit a positive relationship. The observation of a negative relationship between legal services and functional local authorities in the case of Iraq could potentially be linked to the lack of professionalism, excessive bottlenecks, and other administrative challenges associated with a country that is plagued with instability.

Chapter 5

CONCLUSION AND POLICY IMPLICATIONS

5.1 Concluding Remarks

The security and legality of people are considered to be hygiene factors or necessities for tourism destinations. Low levels of these factors cause unsustainable tourism sectors and destinations. This study aimed to uncover the impacts of legal services, political and economic stability, the functionality of local authorities, and accessibility on tourism sector development in Iraq. The availability of effective legal services is vital to the development and sustainability of the tourism sector in the country, as indicated empirically. The provision of legal services and the manner of their administration to tourists who have undesirable experiences of human rights abuse or criminal assault would potentially affect the loyalty of such tourists to the services provided or the destination. Hence, a satisfying tour experience or perception of a tourist toward a tourism provider or destination country could be seen as an advertisement for other potential tourists. However, the reverse is the case when the experience of a tourist is negative: they project a negative image of a potential tourist destination. This strongly suggests that the provision of adequate legal services to tourists in a destination country is a vehicle for sustainable tourism development.

The local authority, which is committed to the development of infrastructure and facilities, will aid in boosting the tourism sector. This sector needs significant investment in infrastructure, significant changes at an educational, social, cultural, and

political level, a new and in order to elaborate a project for tourism enhancement, there is a need for consolidating political stability and high-security networks in Iraq. To build formidable political stability, a deep co-operation among the tiers of the government, from the local administration to the regional and central government, is essential. Apart from this, monetary policy stability needs to be put in place to sustain the continuity of long-term tourism projects. Moreover, there is an urgent need for good international relations with neighboring countries. This will inspire the attitudes of investors involved in the field with proper plans for future tourism development (WTO, 2002). The organizational structure of the Iraq tourism authority should be revisited to ensure that its current state keeps pace with the work of the commission that serves the laws of the tourism sector. The specification of the duties and functions of the commission should be articulated and global best practices adopted by the country's administrations to meet the demands of the country's development. This will ease the provision of legal services to tackle the various legal issues that may be confronting tourists and bringing about the decline of the tourism project in Iraq.

5.2 Policy Implications

Some of the striking results in the Iraqi tourism business are not so far-fetched. For instance, the Iraqi experience is not that different from that of the UAE, Turkey, and some other Middle Eastern countries. The most challenging factor for the development and the sustenance of tourism development in Iraq is a lack of mutual coherence (lack of sectorial or government integration) that exists between the various government authorities (local, regional, and central), especially among the policymakers. The mutual relationship among the stakeholders has to be enhanced in order for there to be an effective and reliable data management of the sectors, thus promoting the development of tourism in the country. In conclusion, the availability of reliable data

will not only enhance the quality of future research, it will also make solving research problems easier and facilitate the provision of useful findings and policy recommendations to stakeholders. Considering that the use of a small sample size of 300 could limit the application of results and policies to other countries, future research should target a larger population.

5.3 Limitation and Further Research

Naturally, this study is not void of limitations and potential gaps that are suitable for further investigation. The main challenge encountered in the course of the study is in the data collection procedure. This is because there are limited persuasive means to ensure the respondents respond to the survey questions. Given that it is an online survey, the only hope of getting the attention of the respondents was to include an introductory and captivating statement at the beginning of the survey questions. Another limitation of this study is that there are fast-growing medical tourism destinations within the same region as the UAE, such as Turkey, that could not be captured in the current study (Momeni et al., 2018). Because of the demography (especially the different languages and cultural backgrounds) of the visitors, some questions were not answered, either because of language barriers or cultural or religious beliefs.

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APPENDIX

Description of Items

Political and Economic Stability

Item 1: I am motivated because of the extra care and services in Iraqis travel experience

Item 2: Travelling to Iraq for Tourism purpose has many benefits

Item 3: There are many exciting events for the Tourist in Iraq

Item 4: Travelling to Iraq for the Tourism is Risky and less safety

Item 5: Travelling to Iraq for tourism is expensive and time consuming

Item 6: Information for the tourism purpose is always available

Local Authority

Item 1: The infrastructures and transport system in Iraq is motivating to the Tourist

Item 2: The organization of the Tourism system is a global standard

Item 3: The number of places to visit as decided by the local authorities are interesting

Item 4: It takes time and effort

Item 5: I have resources, time, and opportunities to travel to Iraq

Item 6: I am not afraid that I want to travel to Iraq

Item 7: whether or not travel to is completely up to me

Accessibility

Item 1: It is convenient at a short distance

Item 2: My travel agent suggested Iraq because it is close

Item 3: I travel to Iraq because of easy access of transportation to the Destination

Item 4: It requires less effort to accessible information about Iraq activities during the
tourism

Legal Service

Item 1: My choice of Iraq as my Tourism Destination is because of the easy access to legal service

Item 2: Provision of legal service is among the behaviors of the tourism industry that help my choice

Item 3: legal service as part of my services has a wider coverage in Iraq

Item 4: Am aware of the rate of accidents and criminal activities which the legal services covers

Item 5: The activities in Iraq during the tourist are friendly to the tourists

Item 6: Transportation and accommodation services in Iraq affect my choice of visiting positively

Travel Intention (This is regarded as the intentional behaviour or demonstrated toward tourism participation (Abascal, Fluker & Jiang, 2016; Seow, Choong, Moorthy & Chan, 2017)).

Item 1: I am satisfied with the quality of the legal services obtained in Iraq during tourism

Item 2: I am satisfied with the value of customer treatment and services from the Organizers

Item 3: I am satisfied with my evaluation of their transport system

Item 4: I am satisfied with the Iraq cultural events during tourist visit

Item 5: I am satisfied with the cost of embarking on the tourist to Iraq

Item 6: I am satisfied with the security measures in place for the safety of the tourist in Iraq.