



The determinants of social construction in the marketing of the tourism phenomenon in society

(A survey study of the opinions of a sample of tour operators)

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Abstract

The research aims to study social construction by defining its social coordination and explaining its role and contribution in marketing the tourism phenomenon in society. In order to reach this, a questionnaire was designed and approved to collect data that included two main parts, the first related to social construction that includes (13) paragraphs, and the second relates to marketing the tourism phenomenon that includes (12) paragraphs. Baghdad, and after processing and analyzing that data with various statistical tools and methods within the program (spss) The research reached several results, the most important of which is that social coordination plays an important role and impact, but in a relative manner in its contribution to socializing the tourism phenomenon socially. Tourist phenomenon.

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Introduction :Social construction, as explained by social anthropology, are relationships that link individuals to each other. These relationships begin with two people and more, thus forming several patterns that are under a specific social pattern, meaning that it consists of several patterns of these patterns and what they contain of social patterns through which the status of the individual and its role are determined through the individual According to his position, his relations and influence are determined by the surrounding phenomena, including the phenomenon of travel and tourism.

Through this, we will show the determinants of social construction in the marketing of the phenomenon of travel and tourism in the community, and focus will be on those determinants through several patterns, including the morals, economic, religious, and political arrangements within the social construction and its impact on the marketing of the phenomenon of travel and tourism in society, as we note that There is a common feature between the social structure and the phenomenon of travel and tourism, which is the feature of the social relations resulting from them. We often hear that there is a similarity in the social construction of two or more societies. One of the reasons for this similarity is the phenomenon of travel and tourism.

Through the role that a person plays during travel and tourism in the tourist regions, that role is affected by the nature of the social status of the individual and this consequently affects the phenomenon of travel and tourism, because this phenomenon requires individuals to interact with each other from different nationalities through social relationships built on the foundations of love and peace. Relationships may determine the individual's role in interaction because of his social position and patterns. Without these social relationships between tourist groups of different nationalities, the phenomenon of travel and tourism cannot grow and develop as a social phenomenon.

Through this, the research will include several axes, the first of which includes the theoretical axis that is concerned with what the theoretical literature has presented about the research variables, followed by the axis that relates to the methodology of research and previous studies.

As for the field aspect, it will be covered by the third axis of research.

Research methodology and previous studies

•Research Methodology

Research problem :

The research problem appears is that the phenomenon of travel and tourism in some tourist regions is still in the role of growth and one of the reasons for this is the social construction of these regions. Social construction consists of a group of social relationships that produce these relationships from several roles, according to the centers constituting them. In the phenomenon of travel and tourism, there are two roles: the role of the tourist and the role of the host. If the social construction of the

tourist allows him to practice tourist activities without being restricted, then this will certainly affect the nature of the social relations that are produced between tourists of different nationalities and consequently the effect on travel and tourism in general.

As for the role of the host, his social construction, as he was allowed to work in various fields of the tourism and travel sector without restriction, this will certainly help in developing the tourism phenomenon in the region.

This problem can be formulated within the following questions:

- What is the level of commitment to social patterns within the social structure of society?
- Does society achieve distinctive proportions in its role in marketing the tourism phenomenon?

- Do the determinants of social construction play a fundamental role in their forms and patterns in marketing the tourism phenomenon in society?
- How can the determinants of social construction affect, through their patterns and patterns, directly and indirectly, the commercialization of the tourism phenomenon in society?
- How much is the variance of the determinants of social construction in marketing the tourism phenomenon in society?

Research objective:

- Determining the main and secondary social construction components and the resulting social relations that could be a tool for marketing the elements of tourism attraction for outbound and outbound tourism.
 - Knowing the impact of social construction in marketing the phenomenon of tourism in society, and the reasons for caring for it.
- Diagnosis of the intensity of the variance caused by multiple social determinants in promoting the travel and tourism market.

research importance:

To provide a vision about the ideology of the Iraqi community, in turn, as a representative of selling the tourism product locally and globally. Identify the social causes that limit the popularity of the travel and tourism market locally and globally. Show the direction of social relations towards accepting different cultures or respecting their rituals.

Research hypothesis:

- There is a statistically significant correlation of social construction in marketing the tourism phenomenon in society
- There is a statistically significant effect of social construction on the social marketing of the tourism phenomenon
- There is a statistically significant variance in the determinants of social construction by marketing the tourism phenomenon

- **Research methodology:** Through this research, the analytical descriptive approach was adopted through surveying the opinions of a sample of tour operators in the field by means of a questionnaire containing (25) items distributed among the independent and approved search variables by (13) items related to social construction and (12) items related to Marketing the tourism phenomenon, in order to obtain data through which it is possible to describe the level of the respondents' answers, in addition to analyzing those answers according to the axes of the applied side in the research. As for covering the theoretical side, the research was based on theoretical sources in its various categories of Arab and foreign books and periodicals.

Research Society and Sample: The research community included tour operators working in travel and tourism companies in Baghdad with its sides Karkh and Rusafa, as they are in direct contact when designing tourist programs according to the requirements of the tourists coming to the country as well as national tourists traveling to other countries, as (70) questionnaires were randomly distributed to a sample of those The companies registered in the Union of Travel and Tourism Companies in Baghdad, which number approximately (500), 61 of which have been obtained, and the valid and included in the statistical analysis are (58) questionnaires, which represents (83%) in response to the research sample, and the percentage (12%) It is what represents the research community and it is a ratio Statistically accepted, and Table 1 shows the sample properties.

Table (1) characteristics of the research sample

		Gender	
		Male	Female
Number	Percentage	Number	Percentage
41	71	17	29%

Social Status									
Single		Married		Widow		Devorciéd			
Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
27	47%	29	50%	-	-	2	3%		
Qualification									
Highschool		Academic		Post graduate					
Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
8	14%	47	81%	3	5%				
Scientific General									
Tourist General				Other generals					
Number		Percentage		Number		Percentage			
16		28%		42		72%			
Years of service in the tourism sector									
1-5		6-10		11-15		16-20		21-and over	
Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
22	38%	8	14%	24	41%	3	5%	1	2%

Source: Table prepared by the researcher

- Some previous studies: Several studies concerned the research variables individually, but no study was found (according to the researcher's knowledge) that combined the independent and approved research variables, and the following are some of those studies. The study (Al-Ta'i and Al-Falahi, 2005) was interested in analyzing the organic correlation between social construction Culture and sustainable development through a philosophical and theoretical vision through which he reached the conclusion that if a person reconciles the social

construct, and if the human balance is disturbed, the balance of that building is disturbed.

As for the study (Truong & Hall, 2013), it searched for evidence that demonstrates the application of social marketing standards in tourism projects, as the field scope of the study is (21) tourist project in Vietnam is committed to the characteristics of social marketing among (45) projects, and thus the study concluded that those standards Related to social marketing is ineffective in tourism projects despite government warnings.

As for the study (Zinad, 2011) entitled: The role of social marketing in activating the comprehensive inclusion programs for persons with disabilities in Algeria. Which, through its field framework, was followed by a method of personal interviewing for persons with disabilities or their guardians, in addition to collecting data and statistics from supervisors of institutions for people with disabilities, and the study reached a conclusion that social marketing plays a major role in doing comprehensive inclusion programs for persons with disabilities.

The study of (Mckague&Zietsma& Oliver: 2015) focused on researching the possibility of building a social structure for the market by developing markets consistent with the social life in Bangladesh and data was collected through an interview (59) people in the northwest of the country as well as the field observation method and the study concluded that the dairy sector suffers from Limited production capacity, but upon the intervention of CARE, the dysfunctional market was restructured and norms and traditions were directed in line with economic activity, and its social risks decreased.As for the study (Firestone & Rowe &Modi&Sievers: 2016), it sought to achieve its goal around reviewing the evidence proving the effectiveness of social marketing in the health field for middle-income countries, and data was used to collect health studies for the period (1995-2013) and the study

reached the result of the need for investments in bridging the gaps between reality. The evidence required to be adopted to expand social marketing approaches.

Leyton's study (2014)) sought to focus on the concept of social structure for the French sociologist Pierre Bourdieu, and to achieve this he designed a test of social attitudes through which he was able to determine the level of social awakening, and the study found through this that the social analysis of the structure of society contributes to determining the level of alertness Social.

The Theoretical Side

The Concept Of Social Construction: The fabric of permanent and bilateral social relations in society, which appears in the form of social coordination, is mutually influential and interactive, and each of them has social functions in groups and between individuals who organize their relationships and define their roles, which vary according to the positions they practice, those positions that are defined by complicated social rules and penalties as some of them interact. With some within the group or community in a way that has a lot of harmony (Abu Musleh, 2010: 110) Its concepts have multiplied according to the views of professors and anthropologists and sociologists due to their multiple interpretations of the nature of society and its observation, as Xing defined it (citing (Maliki, 2007: 87)), the social patterns through which a group of the population reaches a state of integration and interdependence, which is the necessary condition for the patternion of society. But the mark (Evansbirkhardt), whom he identified as quoting (Wasfi, 1971: 82), is the social groups that persist in existence for a sufficient period of time so that they can maintain their existence as groups despite the changes that occur to the individuals who form these groups, but (Salim, 1975: 45) is defined by the network of social relations That connects members of a particular group at a specific

time. Finally, the totality of these definitions provided the mark (Radcliffe Brown) a definition that collects the opinions that the researchers went through and is as follows (Al-Maliki, 2007: 88)

1- Continuous social groups exist for a sufficient period of time, and these are known as morphological forms of human society, which are the forms of human clustering in different social units in size and function.

2- All social relations between an individual and a member of a certain society, such as relationships within the family between the father and children or between the mother and children where the patterns are based on the network of kin relations

3- Diversity phenomena between individuals and groups of a society. These phenomena define the social roles that individuals and groups play in one community. Each group of social roles belongs to social centers determined by society and operated by individuals and groups according to certain conditions, as is the case in the distinction of social centers occupied by men. For those occupied by women, as is the case for old people, young men and children.

The characteristics of social construction:

(Wasfi, 1971: 84-90) identified three basic characteristics of social construction:

1- Social construction consists of patterns of social relations: it is clear that social construction is not directly noticeable. It is the image of perceived social relations between individuals or groups of a particular community.

2- Social construction: All or intertwined tissue: A tissue consisting of intertwined tangled parts and not from separate isolated elements. One of the most important objectives of social anthropology is to determine the mutual effect between the elements of social construction

3- The social construction is stable and continuous, but it is not rigid and not immortal: One of the most important characteristics of social construction is the achievement of the following equation (stability + continuity = no rigidity + immortality), this equation is a condition for the survival and cohesion of social construction, so any defect in one of its components leads to a defect in the parts of the pattern. As a whole, it may lead to the termination of construction

The determinants of social construction: The main determinants of social construction with its value patterns are coordination and its patterns, the most important of which are: (Al-Maliki, 2007: 87-174)

1- The kinship arrangement: It consists of (the tribe, the clan, the thigh, the family, the marriage)

2- The economic pattern: It consists of (production, distribution, exchange, consumption, ownership, wealth).

3- Religious organization: It consists of (religion, magic, legend, myth, totemism)

4- The political pattern: It consists of (political organization, leadership, authority, law)

This coordination and its social patterns among people are represented by the social status of the person and the resulting role of it. Clyde Klokhn emphasized that the social center is the set of rights and duties granted and imposed by society on those who occupy a certain legal place in it and that these rights and duties cannot be embodied at times. Community members fill social centers, it is difficult to separate our thinking between the center and the individual who occupies it, and there are two types of social center, the first of which is inherited, which is not related to the capabilities of individuals and to personal differences between them, and the second is acquired, which is the person who himself exploits his capabilities and personal advantages, or he is occupied by individuals with competition based on efforts and

personal advantages .As for the social role, it is the dynamic aspect of the social center, that is, to enjoy the rights and carry the duties granted and imposed by the social center, and it is worth noting here that it is not possible to separate the social center from the social role, so there are no social centers without social roles and vice versa, and the individual has many roles in the number of centers he occupies in groups Social, such as the family to which he belongs, the place he works in, the association to which he belongs, and so on,Also, he has a general role that represents the total of his roles in all these social groups and determines what he is doing towards his society and what is expected of him from that society (Salim, 1964: 415-416) From here the researcher believes that the product of social coordination is the center and the role that the person performs according to his position and this role And the center certainly has an impact and impact on the phenomena surrounding the person, and among those phenomena is the phenomenon of travel and tourism, a phenomenon whose results are considered to be the creation of social relations between people of different races.

The concept of the tourist phenomenon: In order to reach a clear concept of this phenomenon, we must separate this concept into several definitions. The word phenomenon is what surrounds the thing and the first definition of tourism in the year (1950) was defined as a phenomenon of the times because it appeared in that period and surrounded the world and attracted attention A number of interested and researchers have known (German (German Juier) Foyler) Tourism as a phenomenon of our times that emerges from the growing need for comfort and the change of air and to the birth of a sense of the beauty of nature and the growth of this feeling and to a feeling of joy and pleasure from residence in areas of its own nature and also to the growth of communications on In particular among peoples and different

circles of the human community, which is the communication that was the fruit of the expansion of trade and industry, whether large, medium or small, and the result of transportation provided (Kamel, 1975: 13). Through observing the definitions, most of them confirm that it is a phenomenon, but some attribute it to being a social, economic, civilizational or cultural phenomenon or a tool for developing international relations. It was defined by (Goeldner & Ritchie, 2006: 5) as operations and events resulting from relations and interactions between tourists and suppliers in tourism. Governments and connections with hosts, service providers and the surrounding environment to attract guests and visitors. As for the tourist, it was defined by (Al-Sisi, 2002: 23) as a temporary visitor to the country for any purpose other than residence, and it does not exceed the duration of his stay for 12 months and not less than 24 hours. (Immigrants - diplomatic missions - transit passengers - aircraft crews), we conclude from this definition that if the residence period is less than 24 hours, it is considered a park and if it exceeds 12 months, it is considered a resident, and if its motive is other than tourism motives, it is traveling for a specific purpose.

- Marketing the tourism phenomenon socially: Since he knew travel and movement on the face of the earth, one of his most important purposes was social and marketing motives through communication between human societies. The marketing aspect of the tourism phenomenon took upon him two axes, the first responsibility of marketing cultures, customs and traditions between human societies as a result of their convergence in Tourist places (Walker, 2006: 111) emphasized the cultural and social exchange in tourism that includes two positive and negative levels by transferring and containing some positive and negative cultures, customs and traditions to society, the other is the role of these peoples in marketing their tourism heritage globally and regionally, but without a doubt the world Tourism Organization has set

standards and specifications to protect tourism from issues that harm tourism groups and host communities for tourists by setting the basics of freedom that does not harm others,

Tourist groups are characterized by several characteristics stemming from several social coordination to which they belong. This difference among tourist groups due to the difference in their social coordination requires the World Tourism Organization to place a number of principles in the Global Code of Ethics in order to enhance the positive impact of the phenomenon of tourism and these principles are as follows: ([http : //ibnbattutah.maktoobblog.com](http://ibnbattutah.maktoobblog.com)).

The understanding and promoting common significant values among people forms , in addition to tolerance and respect for the diversity of religious, philosophical and significant beliefs, are a basis for tourism and as a result of it. Therefore, stakeholders in tourism development and tourists themselves should observe the social and cultural traditions and customs of all peoples, including minorities and indigenous peoples, and recognize their value.

2) Tourism activities should be carried out in a manner consistent with the characteristics and traditions of the host regions and countries and respect their laws, customs and customs.

3) Host communities and local tourism operators should recognize the tourists they visit and respect them and learn about their lifestyles, tastes and expectations, knowing that the education and training of tourism operators contributes to the proper reception of tourists as appropriate to them.

4) Public authorities should protect tourists and visitors and their property, and they should pay special attention to the safety of foreign tourists by virtue of their vulnerable situation, and facilitate their use of the means of obtaining information, prevention, security, insurance, and assistance they need, and strongly condemn any attacks, attacks,

or kidnappings or a threat to tourism or those involved in it, and severely punishing it, in accordance with the national laws, as well as for any deliberate sabotage of tourism facilities or elements of cultural or natural heritage.

5) Tourists and visitors during their travel should not commit any criminal act or criminal act in accordance with the laws of the country they are visiting, and they should refrain from any provocative behavior that the local population feels is hostile or harmful or potentially harmful to the local environment, and to refrain from all types of drug trafficking other than Legitimate, weapons, effects, protected species, or products and materials that are dangerous or prohibited under national legislation.

6) Before leaving, tourists and visitors are responsible for identifying the characteristics of the countries they intend to visit, and they must take into account health and security risks that arise when they travel outside their usual place of residence, and act towards them in a way that enables them to reduce those risks to a minimum.

The determinants of marketing the tourism phenomenon in the light of social construction:

Through this axis, we will show the specific factors affecting the phenomenon of travel and tourism according to some of the determinants that have to do with social construction where social coordination plays a major role in the development of tourism in any country, whether it is tourism coming to the country or outside the country, and that is why (Al-Nuri) 2011: 302-301) A number of determinants that affect the phenomenon of travel and tourism from an anthropological point of view related to the social patterns of society, which are as follows:

1- **National culture:** Tourism, as is well known, is a society issue. The development of tourism in any country depends mainly on the nature of the social patterns to which individuals belong and what is tolerated by

those cultures may be closed and may be open and accept the other, it is not surprising and this thing confirmed by the World Tourism Organization In the Code of Ethics, the tourist or traveler reads about the culture of the country that he intends to visit and what attracts him in that culture to be in harmony with his culture and accepts its customs and traditions without any mockery or contradiction, from here it is clear that the national culture is an important determinant of the development and progress of the tourism phenomenon in the country .

2- Human Resources: The phenomenon of tourism is a human phenomenon that depends on the human element in the main degree. Here, the human component within the social pattern plays two roles, either a host or a service provider contributes to the tourism development process in the country through what he provides services, or a tourist or guest receives a service for payment A certain amount, these two turns are the dynamics of the phenomenon of travel and tourism. The human resource and the population in general is an essential element in the phenomenon of travel and tourism, where economists emphasize that the more the number of people increases in quantity and quality, the demand and supply of tourism increase as the phenomenon of tourism grows and develops in the event that there is a human resource with tourism experiences that can serve tourists from different races, religions and countries.

3- The advantages of the natural environment: More than half of the motives of the tourism movement in the world are to enjoy the temptations of the natural environment and picturesque places. Since the days of Roman travelers, they were motivated to travel towards the natural environment and places of natural beauty. This natural environment cannot grow and flourish unless society has social patterns that operate To develop and preserve the natural environment for the welfare of its community and the global community.

4- Archaeological and historical heritage: One of the characteristics of social construction is not immortal, so eternity for God alone does not have a partner for it. This history and the monumental monuments constitute an element of tourist attraction for tourist groups that wish to research and witness these monuments. Societies that seek to develop their tourism phenomenon should their society belong to social coordination that believes in the philosophy of these monuments and shrines, whether archaeological or Historical or religious.

5- The level of urbanization: One of the determinants of the development of the tourism phenomenon in some countries, especially developing countries, is the level of urbanization of the societies of those countries. Berlin and others) We find that it does not possess elements of tourist attraction as much as some cities in developing countries, but what distinguishes it from developing countries is the level of urbanization for the people of those countries, which has become urbanization has an important tourist attraction element in terms of the cleanliness of its streets and the way in which its civilized citizens deal with tourists and the distinguished public order in its various facilities and others.

6- Security and political stability: all the determinants that affect the tourism phenomenon can show its effects gradually, except for security and political stability, as it affects tourism in a sudden and rapid manner without any precedents and affects not only the state but also a number of countries around the globe, If we observe the events of September 11 in the United States, for example, it affected Egypt, where the percentage of reservations for Egypt in the first month of events decreased to 50%, and in the other three months it reached a decrease of 90%, In addition to the events occurring inside the country from civil wars and political and other fluctuations, they affect the movement of

the tourist phenomenon and the stability of the tourism phenomenon cannot be restored for a long time.

7- Rich artistic and folk artisan heritage: Folklore industries, crafts, and folklore are the expressions of the lifestyle of the social pattern that produces these folklores. This artistic and folk heritage often appeals to tourists and attracts them to acquire it as a memory of visiting this region and at the same time a hobby for some tourists in collecting handicrafts. The development of these folklores near tourist attractions is an essential element in the development of the phenomenon of tourism.

Field side : It was mainly based on the adoption of the questionnaire method as a tool for collecting data on research variables with respect to the level of those variables in the research community as well as the percentage of the contribution of independent variables represented by social construction and its coordination in the dependent variable represented by marketing the tourism phenomenon in order to reach and achieve the goals of the research and answer its questions and prove the validity of its assumptions, and the field side was reviewed through the following axes:

First - The level of achievement of social construction coordination:

Through table (2), it became clear that social construction in general achieved a general average of (2.61), which slightly exceeds the hypothetical milieu of (2.5), which demonstrates the limited commitment to social coordination patterns in society. The standard deviation of (0.19), and its level of coordination were as follows:

1- The kinematic pattern: It achieved a general mean of (2.30) which is the substrate of the hypothetical mean and a dispersion rate of (0.29), which indicates the high agreement on the limited interest in the social patterns of the kinship pattern, which is represented in family and clan traditions and customs. As the highest answer was achieved in

paragraph (4- Single tourists enjoy their freedom in their tourist journey), as it achieved an average (3.52) and deviation (0.63)., This indicates that single tourists are more free than not adhering to family and clan customs during their tourist trips, especially foreign ones. As for the lowest answer achieved in paragraph (3- Marital life imposes commitment to the type of tourism activity that can be chosen) It achieved a mathematical mean of (1.76) and a standard deviation (0.66), which is one of the inverse paragraphs, as it was concentrated (88%) of the answers within an answer, always and sometimes, which confirms that the first structures of establishing a family is the beginning of commitment to family and clan patterns.

2- Economic Pattern: It achieved a general average of (3.49) and a percentage of dispersion (0.61), which indicates the high agreement of the sample members regarding commitment to the economic pattern. As it turned out that the answer is close to all the paragraphs, and the highest answers appeared in paragraph (5- The local residents' interaction with the tourist groups constitutes an incentive to freely practice the tourism activities) It achieved a mathematical average of (3.53) and a high agreement through a dispersion rate of (0.88), which reflects the commitment to the duty set by the international regulations of the local population towards the phenomenon of tourism.

3- The religious pattern: its general mean reached (2.40), which is the hypothetical mean and with a dispersion rate of (0.36), which confirms the high agreement rate among the sample members regarding adherence to it, as reflected by the answer about its opposite paragraphs, As the highest answer appeared in paragraph (8- 8- the practice of some tourist activities that provoke criticism of some) with an arithmetic mean (2.66) and a high dispersion rate of (1.02), and this is due to the culture of difference among Iraqi society.

4- The political pattern: it showed a general arithmetic mean of (2.45) which is slightly less than the hypothetical mean and with a standard deviation (0.38)As for its paragraphs, the highest result appeared within the paragraph (12- The ruling authority plays a fundamental role in the boom of the tourism phenomenon with its various activities), as it achieved a mean of (3.40) and a standard deviation (0.92), and most of its answers were concentrated within the answer (always and sometimes) at a rate of (81%)This confirms the high agreement on the role of state authority in revitalizing the tourism sector and reviving it with plans that guarantee its popularity in the local and international market.

Through the above, we can answer the first question in the research (What is the level of commitment to social patterns within the social structure of society?), As the level of commitment varies between social patterns in terms of the content of the answer to each paragraph, but in general it was at the level of the average.

Table (2) the level of answers of the research sample on the paragraphs of social construction

Sub Variables		Answer scale								Mean	Stand eredD eviati on
		alwayes		Some time		rearly		never			
		ت	%	ت	%	ت	%	ت	%		
Kineticpatt ern	1	19	32.8	34	58.6			5	8.6	1.84	0.81
	2	16	27.6	38	65.5	4	6.9			1.79	0.55
	3	21	36.2	30	51.7	7	12.1			1.76	0.66
	4			4	6.9	20	34.5	34	58.6	3.52	0.63
General level										2.30	0.29
Economic	5	42	72.4	9	15.5	3	5.2	4	6.9	3.53	0.88

layout	6					29	50	29	50	3.50	0.50
	7	4	6.9			21	36.2	33	56.9	3.43	0.82
General level										3.49	0.61
Religious pattreon	8	15	25.9	16	27.6	19	32.8	8	13.8	2.66	1.02
	9			21	36.2	27	46.6	10	17.2	2.19	0.71
	10	6	10.3	34	58.6	10	17.2	8	13.8	2.34	0.85
General level										2.40	0.36
Political pattern	11			11	19	32	55.2	15	25.9	1.93	0.67
	12	37	63.8	10	17.2	8	13.8	3	5.2	3.40	0.92
	13	3	5.2	41	70.7	8	13.8	6	10.3	2.29	0.73
General level										2.45	0.38
General level										2.61	0.19

**Source: Table prepared by the researcher
(n=58)**

Second - The level of verification of the marketing of the tourism phenomenon: Between Table (3), the marketing of the tourist phenomenon in general achieved a general average of (2.51), which is close to the hypothetical mean of (2.5) This demonstrates the limited commitment of societies to their duty and role in reflecting the ideal image of their country, whether they are recipients of tourist groups arriving or while traveling to other countries, and that answer was achieved from the research sample agreement with a slight dispersion rate that appeared through the standard deviation of (0.30), The answers ranged from the twelve paragraphs between the highest answer within the paragraph (4- Tourist activities related to mixed games (males and females), turnout is limited) As it achieved a mathematical mean of (2.02), with a percentage of dispersion (0.55), most of its answers were concentrated within the answer (sometimes and always) at a rate of (84%), which is indicative of the conservative nature of the majority of Iraqi families in playing mixed games or promoting them. As for the highest answer achieved within the

paragraph (1- Some adhere to the practice of some tourist activities due to tribal traditions) with an arithmetic mean of (3.71) and a dispersion rate of (0.46). All answers focus within an answer (always and sometimes) and this is due to the essence of the Iraqi citizen's personality by his commitment to the authentic traditions that The pride of the Arabs is generally considered.

Through the above, we can reach the answer to the second question in the research (does society achieve distinct proportions in its role by marketing the tourism phenomenon?) It turns out that society is somewhat committed to its role and its social and national responsibility in marketing the tourism product, whether at the national or international level, but it is not at the level of ambition, as it achieved a general percentage according to the research data at the average level.

Table (3): The level of the answers of the research sample about the paragraphs of marketing the tourist phenomenon

Sub variable s	Answer scale								Mean	Stander ed Deviation
	alwayes		Some times		Rearly		never			
	ت	%	ت	%	ت	%	ت	%		
1	41	70.7	17	29.3					3.71	0.46
2	21	36.2	31	53.4	2	3.4	4	6.9	3.19	0.80
3	7	12.1	37	63.8	14	24.1			2.12	0.59
4	8	13.8	41	70.7	9	15.5			2.02	0.55
5		54	93.1	4	6.9				2.07	0.26
6	43	74.1	9	15.5	6	10.3			3.64	0.67
7	16	27.6	37	63.8	5	8.6			3.19	0.58
8	3	5.2	25	43.1	30	51.7			2.53	0.60
9	20	34.5	9	15.5	18	31	11	19	2.66	1.15
10	16	27.6	26	44.8	8	13.8	8	13.8	2.86	0.98

11	14	24.1	18	31	17	29.3	9	15.5	2.63	1.02
12	7	12.1	39	67.2	4	6.9	8	13.8	2.78	0.84
General level									2.51	0.30

Source: Table prepared by the researcher

(n=58)

Third: The relationship between social construction and the marketing of tourism phenomenon:

In order to reach a study of the dimensions of a specific phenomenon, it is necessary to know the relationship that binds it and is affected by it with its determinants, as social construction is related to a relationship with several phenomena that can be produced by societies or surrounded by them, such as the phenomenon of travel and tourism, through that and according to the use of statistical tools between Table (4) the correlation relationship The effect between social construction and the marketing of the tourism phenomenon. Through Pearson's correlation, the correlation coefficient between the two variables was (0.72-), which is a strong and inverse correlation to being negative. This indicates that the greater the strength of adherence to social construction patterns of societies, the less the role of those societies as delegates of its product M national tourism in front of other societies, so faith in the phenomenon of travel and tourism naturally needs to accept the culture of other societies without any criticism. As for the effect relationship, through a simple linear regression test, it became clear that the value of the coefficient (β) (1.15) is a negative value, which indicates a negative effect that shows that the greater the adherence to social patterns without concern for the culture of others, the less attention is paid to the development of the tourism phenomenon and its marketing locally and internationally. As for the impact strength, it was

revealed through the value of the determination coefficient of (51%) and the value of (F) of (58.680) which is higher than its tabular value (4.00).

Table (4) Test the correlation and impact of social construction in the marketing of the tourism phenomenon

Independent variable	Dependent variable	Pearson correlation value	Significance level(α)	Beta coefficient value (β)	(variation R^2)	Calculated value (F)	significance
social construction	marketing of the tourism phenomenon	0.72-	5.52	1.15-	0.51	58.680	0.000

Source: Table prepared by the researcher (F) value at the level of significance (0.05) and degree of freedom (56.1) = (4.00) (n = 58)

As for the level of correlation and the effect of social coordination on marketing the phenomenon of tourism in society, it is possible to display its tests as follows:

1- The relationship between the kinetic pattern and the marketing of the tourist phenomenon: It is clear from the table (5) that there is a correlation and significant effect between the kinematic pattern and the marketing of the tourist phenomenon, as the link strength reached through the Pearson scale (0.84-), which is a strong but inverse correlation, which proves that the strength of adherence to tradition The family and tribe of the individual often increase his indifference to the interests of other societies with regard to their practice of tourist activities. As for the effect relationship, the calculated value of (F) reached (129.027), which is higher than its tabular value of (4.00), which confirms the existence of a significant impact of his strength by (70%). (According to the coefficient of determination, the value of the

coefficient (β) reached (0.82 -) which, through its negative sign, shows the opposite force of the influence of the kinetic pattern in the marketing of the tourist phenomenon, as the greater adherence to the kinematic coordination of one unit, the less interest in marketing the tourism phenomenon by (82%).

Table (5) Test the correlation and influence of the kinetic coordination in the marketing of the tourist phenomenon

Independent variable	Dependent variable	Pearson correlation value	Significance level (α)	Beta coefficient value (β)	(variation R^2)	Calculated value (F)	Significance
kinetic coordination	marketing of the tourism phenomenon	0.84-	0.37	0.82 -	0.70	129.027	0.000

Source: Table prepared by the researcher (F) value at the level of significance (0.05) and degree of freedom (56.1) = (4.00) (n =58)

2- The relationship between the economic pattern and the marketing of the tourism phenomenon: It was evident from the table (6) that there is a correlation relationship and a significant effect of the economic pattern with the marketing of the tourism phenomenon, so the strength of the link was reached through the Pearson Test (0.75) It is a significant direct correlation that shows that the greater the interest in the social patterns of economic coordination, the more society will have a role in marketing the tourism phenomenon towards the better. As for the relationship of significant influence, it is clear through the calculated value of (F) of (71.153) which is higher than its tabular value (4.00). The impact strength reached by (56%) through the coefficient of determination, while the value of the coefficient (β) reached (0.62), which is through its

direct value, if the interest in the economic pattern regimes increases by one unit, an interest in the marketing of the tourist phenomenon increases by (62%).

Table (6) Test the correlation and influence of the economic pattern in the marketing of the tourism phenomenon

Independent variable	Dependent variable	Pearson correlation value	Significance level (α)	Beta coefficient value (β)	(variation R^2)	Calculated value (F)	significance
economic pattern	marketing of the tourism phenomenon	0.75	1.18	0.62	0.56	71.153	0.000

Source: Table prepared by the researcher, Table (F) value at the level of significance (0.05) and degree of freedom (56.1) = (4.00) (n = 58)

3- The relationship between the religious pattern and the marketing of the tourist phenomenon: It is clear from the table (7) that there is a correlation and significant impact between the religious pattern and the marketing of the tourist phenomenon, as the link strength reached through the Pearson scale (0.83-), which is a strong but inverse correlation, which proves that the strength of religious belief The individual and his rituals constitute a tool of pressure in choosing and designing the tourism program and make some of them see a problem in practicing rituals of others from other religions, which directly affects the exercise of his role in marketing the tourism product to his country, As for the effect relationship, the calculated value of (F) reached (128.217) which is higher than its tabular value of (4.00), which confirms the presence of a significant effect of its strength by (70%) according to the determination coefficient. The value of the coefficient

(β) reached (0.81 -) which is from During its negative sign, it shows the opposite power of the influence of the religious pattern in the marketing of the tourist phenomenon, as the greater the interest in the rituals of the religious pattern of the individual without looking at the interests of others, one unit reduces the interest in marketing the tourism phenomenon by (81%).

Table (7) Test the correlation and influence of religious patterns in the marketing of the tourist phenomenon

Independent variable	Dependent variable	Pearson correlation value	Significance level (α)	Beta coefficient value (β)	(variation R^2)	Calculated value (F)	significance
religious patterns	marketing of the tourism phenomenon	0.83-	0.42	0.81 -	0.70	128.217	0.000

Source: Table prepared by the researcher Table (F) value at the level of significance (0.05) and degree of freedom (56.1)=(4.00) (n= 58)

4- The relationship between the political pattern and the marketing of the tourism phenomenon: It was evident from the table (8) that there is a correlation and significant effect of the political pattern with the marketing of the tourism phenomenon, so the strength of the correlation was reached through the Pearson Test (0.70), which is a significant correlation that shows that the greater the interest in political patterns Concerning the phenomenon of travel and tourism, the more the society's role in marketing the tourism phenomenon towards the better. As for the relationship of significant impact, it is clear through the calculated value of (F) of (52.866) which is higher than its tabular value (4.00), and the impact strength reached by (49%) of During the

coefficient of determination, the value of the coefficient (β) reached (0.64), which is through its direct value, which shows that if the interest in political patterns increases by one unit, there is an interest in marketing the tourism phenomenon by (64%).

Table (8) Test the correlation and influence of the political pattern in the marketing of the tourism phenomenon

Independent variable	Dependent variable	Pearson correlation value	Significance level (α)	Beta coefficient value (β)	(variation R^2)	Calculated value (F)	significance
political pattern	marketing of the tourism phenomenon	0.70	0.80	0.64	0.49	52.866	0.000

Source: Table prepared by the researcher Table (F) value at the level of significance (0.05) and degree of freedom (56.1)=(4.00) (n = 58)

Through what has been mentioned in paragraphs (1,2,3,4) of third, it is possible to reach an answer to the third and fourth questions (Do social determinants play a fundamental role in their coordination and patterns in the marketing of the tourism phenomenon in society?)

(How can the determinants of social construction affect, through its coordination and regulation, directly and indirectly, on the social marketing of the tourist phenomenon?) As it was found that there is a correlation and a significant effect of the social construction determinants through its coordination in the marketing of the tourism phenomenon socially, and this means to us the validity of the following two research hypotheses: (There is a statistically significant correlation to social construction in the societal marketing of the tourism phenomenon)

(There is a statistically significant effect of social construction on the social marketing of the tourism phenomenon)

Fourth - The most important variables in the marketing of the tourist phenomenon socially: To determine the most important social patterns in its contribution to the marketing of the tourist phenomenon, it was revealed through Table (9) that my father clarifies the values of (step wise) in the diagnosis of the sub-variables in the social effect most influential and important in the marketing of the tourism phenomenon It turns out that the model was adopted by two sub-variables, namely the "economic pattern", "political pattern".The most important in the regression line model is that they achieved a value of (F) of (41.232) and (22.445) respectively, which is higher than its tabular value of (3.15), which confirms their significant impact within the regression line model. As for their strength, they reached through the determination factor of (42%) And (56%), respectively, and their value in the coefficient (β) (0.29) and (0.28) respectively, and this indicates through their direct value that changing one unit for each leads to a change in the proportions of (29%) and (28%) In marketing the tourism phenomenon in society.As for the reason for the exit of the other two sub-variables (kinship) (religious pattern) is due to their negative value in the interpretation of the model, and through the foregoing, we can reach the best answer to the third question, which states (What is the amount of the variance that occurs with the determinants of social construction in the marketing of the tourism phenomenon in society?), It was found that there is a variation in the effect of these social patterns on the marketing of the tourism phenomenon in society, as the positive effect of each (the economic pattern, the political pattern) had a statistical significance in its survival in influencing the marketing of the tourism phenomenon in society. With this possible acceptance of the following research hypothesis: (There is a statistically significant

variance in the determinants of social construction by marketing the tourism phenomenon)

Table (9) the independent sub-variables most affected by the marketing of the tourism phenomenon

Independent variable		Dependent variable	Significance level (α)	Beta coefficient value (β)	(variation R^2)	Calculated value (F)	significance
Social construction	Economic pattern	marketing of the tourism phenomenon	0.35	0.29	0.42	41.232	0.000
	Political pattern	phenomenon		0.28	0.56	22.445	

Source: Table prepared by the researcher, Table (F) value at the level of significance (0.05) and degree of freedom (53.2)=(3.15) (n = 58)

Conclusions and recommendations

First - Conclusions

1. Social construction achieved the average boat level, according to the agreement of the majority of members of society. This is due to the ideology of Iraqi society and its adherence to social values.
2. It was found that the kinship patterns below average, due to the multiplicity of its patterns, which start with the smallest unit of the family and end with the tribe. The multiplicity of patterns and their followers differ according to the cultural level of the individual.
3. The economic pattern enjoyed a level above the average and a high percentage, due to its importance of marketing, through which a mental image of societies and their behaviors in all countries is formed.
4. The level of religious order appeared below the average as it is one that tracks flexibility in it according to the societies 'culture and accepts the beliefs of others.

5. The political pattern enjoys a level close to the average because its provisions and values relate to its location and the role of the authority as the authority responsible for marketing the tourist phenomenon and the individual as an important element in the success of what the authority is doing towards the tourism phenomenon.
6. The marketing of the tourist phenomenon had the level of the Mediterranean as a societal issue, and its relative interest varies according to the community's belief in its duty towards that phenomenon and its role in developing the tourism regions.
7. Social construction plays a fundamental role in the marketing of the tourism phenomenon, and this resulted through a strong and inverse relationship, due to the lack of flexibility of some social construction patterns, especially those related to individual beliefs and some tribal values.
8. Social construction through its patterns contributes very effectively to the marketing of the tourist phenomenon, but negatively in some of its paragraphs that relate to the religious and ideological aspect as well as the tribal side.
9. The morals pattern has a very high level of influence in the marketing of the tourist phenomenon socially, but its trend is reversed because the kinematic paragraphs mostly relate to family and tribal values and provisions among Arab societies in general and Iraqi society in particular.
10. The economic pattern is characterized by the possibility of a high impact in the marketing of the tourism phenomenon socially, due to its patterns that are in line with the marketing culture that should be carried by the residents of tourist regions that qualify them to carry out their duty as important parties in the tourism process.
11. The religious pattern was strongly influenced in socializing the tourism phenomenon socially, but it is in the negative direction that its

patterns are linked to religious and ideological motives, as long as the possibility of flexibility in its provisions follows the individual culture and the angle in which religions and other beliefs are viewed.

12. The political pattern has had a strong influence on the marketing of the tourism phenomenon in society, as it follows the position and role of authority and the individual in carrying out their duties towards the tourism process as one of the most important parties to it.

13. It was found that there is a clear difference between the direction of the effect of these coordination on the marketing of the tourism phenomenon in society, due to the variation in the individual's culture and the difference in the flexible and inflexible thinking style in understanding the social patterns that this coordination contains and its connection to the way of life and scientific and practical life.

Secondly - recommendations

1. Difficulty, or even the impossibility of denying social patterns and coordination, therefore it is necessary to develop marketing strategies consistent with the nature of social construction in a way that employs those social patterns in a direction that contributes to the community's full performance of its duty towards the tourism phenomenon.

2. Looking at the tourism phenomenon as an important economic resource, hiring individuals to exercise their role as workers in the tourism sector or tourists should not conflict with family and tribal values that are accepted by the social mind and the culture of urbanization.

3. Tourism is a societal issue, the success and failure of which relate to the behavior of societies, whether they are hosts of tourist groups arriving or traveling to other societies. Attention to the idea of marketing the tourism product in the country is primarily borne by the community.

4. Respecting religious rulings and beliefs in all their colors and looking from multiple angles is the key to making tourist societies and seeking to sustain their tourism heritage.

5. The ruling authority should exercise its role by legalizing the tourist phenomenon in a way that makes it a painting that it prides itself in front of the peoples of the world.
6. Paying attention to the tourism phenomenon is the responsibility of every individual in society and considering it as one of the most important lessons of national education that should be taught from the primary stages.
7. Benefiting from many of the social characteristics that characterize Iraqi society, the most important of which is generosity, accepting others, the spirit of cooperation and others, and employing them in a way that serves the marketing of the tourist phenomenon in society.
8. Employing social patterns in a manner that complements the marketing mission of the tourism phenomenon and avoids the tourist patterns that contradict the religious status, rulings and traditional Arab tribal customs.
9. Paying attention to tourist activities that are in line with the values of the Iraqi family when designing tourist programs without causing embarrassment or scratching the neighborhood.
10. Paying attention to the type of marketing campaign for the national tourism heritage by showing the Iraqi color spectrum represented by the civilized behavior of societal values from the far south to the far north.
11. Going towards cultivating a culture of respecting the religious rituals of different religions and beliefs without prejudice or detracting from them, given that the phenomenon of travel and tourism is an incubator for different peoples of the world without discrimination.
12. The executive authority is serious in exercising its role by activating the local phenomenon of tourism by encouraging the community to turn out for its tourism product and at the same time international marketing of that product by encouraging the establishment of international conferences and forums and displaying the bright image.

13. Establishing policies that focus on many forms of clear integration between coordination and social patterns with the marketing of the tourism phenomenon and considering it as the starting point for society, especially in the regions, to bear its role in employing its social features by shopping for the tourism phenomenon.

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