

# Modern Tourism Strategies and their Impact on Revitalizing International Tourism

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## Abstract

Modern tourism strategies relate to implementing new and effective methods to attract international tourists and promote sustainable growth in the tourism industry. These strategies include the use of modern technology, the development of unique and different tourist experiences, the preservation of local culture and the natural environment, and the directing of efforts towards emerging markets. It also contributes to achieving economic growth, providing job opportunities, and promoting cultural exchange and international cooperation. It is important that these strategies are compatible with the concept of sustainable development, in which the environment, culture and human heritage are preserved, sustainable job opportunities are created and cooperation between stakeholders is enhanced. In general, it can be said that modern tourism strategies have a significant impact on revitalizing international tourism and achieving sustainable growth in this sector, and are necessary to meet the needs of tourists, improve their experience, and make tourist sites more attractive and competitive at the global level. It also aims to reduce the negative effects of tourism on the environment, culture and societies. Addition to Today's travelers is increasingly aware of their environmental footprint as they seek places that prioritize sustainability. By implementing practices such as eco-friendly accommodations, responsible wildlife tourism, and community tourism initiatives these sites can attract environmentally conscious travelers. Sustainable tourism strategies not only help preserve natural and cultural resources, but also enhance the reputation of a tourist site and attract a wider audience. Digital marketing and technology play an important role in stimulating international tourism. With the widespread use of the internet and social media, tourism spots can reach a global audience and showcase their unique offerings. Online travel agencies and social media websites and platforms enable travelers to search, plan and book their trips with ease. Moreover, technologies such as virtual reality and augmented reality provide immersive previews of tourist sites, allowing travelers to experience a place before they arrive. These digital strategies have proven highly effective in inspiring and seducing international tourists.

**Keywords:** Modern Tourism Strategies, Revitalizing International Tourism, Sustainable Growth in Tourism, Modern Technology in Tourism.

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## **Introduction**

Tourism is one of the most important economic sectors in the world, as it contributes significantly to achieving economic growth, providing job opportunities, and promoting cultural exchange and international cooperation. With the increasing demand for international tourism, the implementation of modern and effective tourism strategies becomes essential to attract tourists and promote sustainable growth in this sector. Modern tourism strategies relate to implementing new and effective methods to attract international tourists and promote sustainable growth in the tourism industry. These strategies positively affect the revitalization of international tourism sites. Tourism is more attractive and improves the experience of tourists and provides distinctive tourism services. It also contributes to Strengthen Cultural exchange and international cooperation. In view of the importance of tourism, the implementation of modern tourism strategies is necessary to achieve sustainability in this sector and achieve economic and social benefits for local and global communities. In this search In, we will explore the various strategies of modern tourism and We see Its effectiveness in stimulating tourism international And We will delve into the main elements of these strategies, we analyze its impact on travellers, we highlight the factors that contribute to their success. In addition to that, we will look at the challenges you face Tourist sites in implementing these strategies and the need to constantly adapt to changing market dynamics. We explore their impact on stimulating tourism international, and assess the key components that contribute to its success. By gaining insights into these strategies, my marketer can Tourist websites and makers Policy and industry professionals make informed decisions and drive tourism growth in an increasingly interconnected world growing. mouthn during Research methodology in which we will address the most important problems facing the tourism sector and how to develop solutions and invest modern strategies in revitalizing this effective sector through the theoretical framework of this research as well as the analytical study of all available data.

## **Section One / Methodological Framework**

### **The Problem**

The problem addressed in the context of "Modern Tourism Strategies and its impact in Energizing International Tourism" about the challenge it faces tourist sites in Maximizing the impact of its tourism strategies to attract a large influx of international tourists. While there are strategies modern, there is a need to assess their effectiveness and identify potential obstacles to their ability to stimulate international tourism to its full potential.

Accordingly, we can ask the main research questions that must be taken into account in describing these strategies

1. What is the impact level of the strategies tourist modern in Revitalizing international tourism?
2. What are the main factors affecting the success or failure of modern tourism strategies in revitalizing international tourism?

### **The Value**

Modern tourism strategies are of great importance in today's world known. Here are some of the main reasons why this topic is important:

1. **Growth Economic:** International tourism is the main driver of economic growth. They generate revenue, create jobs and stimulate business activities across various sectors such as hospitality, transportation, retail and entertainment. Effective tourism strategies play a pivotal role in attracting tourists' internationals, and prolong the duration their residence, and encouragement their spending, thus contributing to economic development for sites tourist.
2. **Exchange Cultural and understanding:** Tourism acts as a bridge between cultures different, it promotes mutual understanding, tolerance and appreciation. By implementing tourism strategies modern, maybe for tourist sites display Its unique cultural heritage, local traditions and experiences for international visitors. This cultural exchange enhances interactions between cultures, and reinforces diversity, and it creates opportunities for meaningful connections between people from different backgrounds.
3. **Development Sustainable:** Effective implementation of tourism strategies can contribute to sustainable development. Sustainable tourism practices aim to protect natural resources, preserve cultural heritage, and benefit local communities. By integrating the principles of sustainability intuits strategies, maybe for underestimated tourist sites of environmental impacts negativity, Livelihood support local, and promoting responsible tourism practices that ensure continuity and long-term benefits for both visitors and host communities.
4. **Ability Market competitiveness:** The global tourism market is intense competitiveness, need tourist sites to Distinguishing itself and attracting international tourists effectively. Enables modern tourism strategies

tourist sites from Define your unique selling points with it, and developing experiences Compelling, and position themselves as desirable places to visit. By staying ahead of consumer preferences and market trends cutting edge.

5. Technological Developments: Technology plays a vital role in tourism strategies modern, and empowerment Tourist sites from reaching an audience wider, and enhance experiences visitors, and improve operational efficiency. Digital marketing, social media platforms and online booking systems have revolutionized the way travelers search, plan and book their trips. By harnessing technology effective, maybe for tourist sites Utilize its power to connect with visitors' potential, and make recommendations Dedicated, and create immersive virtual experiences that inspire travel.

### **Objectives of the Study**

1. The research aims to explore and analyze the different strategies used by tourist sites to attract international tourists. It seeks to understand how these strategies are developed, implemented and evaluated to maximize their impact on stimulating international tourism.
2. The main objective of this topic is to assess the effectiveness of modern tourism strategies in attracting a large influx of international tourists.
3. It also aims to identify the main elements and factors that contribute to the success or failure of these strategies. By studying different approaches such as sustainability and digital marketing,
4. The topic aims to provide insights on how tourist sites can effectively stimulate international tourism.
5. The topic also aims to address the challenges facing tourist sites in implementing these strategies. It delves into potential obstacles to effective tourism strategies and explores ways to overcome them. This includes understanding changing consumer preferences, market dynamics, infrastructure requirements, and the need to balance economic growth and sustainability.

### **Hypotheses**

This research is based on two main hypotheses:

The premise No. 1) The implementation of modern tourism strategies greatly increases the number of international tourist arrivals to Tourist site.

The premise Number 2) The adoption of modern tourism strategies positively affects the length of stay and the spending of international tourists in Tourist site.

### **Methodology of the Study**

1. The researcher adopted the analytical method: to analyze the correlations between modern tourism strategies and their impact on stimulating international tourism.
2. Using linear regression analysis to determine the relationship between the use of technology in tourism and the increase in the number of tourist arrivals.
3. The inductive method: where data is collected from multiple sources such as studies and published reports and used in the theoretical aspect of the research.

## **Section Two/ Theoretical Framework**

### **Strategy Concept**

Strategy is seen as a technical approach used by decision makers within organizations to mitigate or respond to uncertainties arising from the external environment. Accordingly, the point of view (Frieder Alexon 1986) confirms that the strategy acts as a framework that governs the philosophy, methodology, initiation, and characteristics of the decision-making process within the organization. To expand on these ideas, the perspective (Luthans 1994) delves into strategy as a basic requirement for organizations to navigate the transition from total quality management to a comprehensive vision that addresses organizational changes from an international or global perspective (Bilal, 2004: 151). Strategy is also a scientific and technical approach. A holistic intellectual based on information and knowledge, because it is vital and subject to development by experts, specialists, and researchers, and it is richer than the planning process. Within its framework lies strategic planning, a tool for change, and management of the organization's culture and management of knowledge and the environment. It represents an extension and radical development of the concepts of the strategic plan and its nourishment. It represents a diagnosis and installation of the organization's present with a future perspective, and it is the guiding framework for a set of options that determine the nature and directions of that organization (Al-Massry, 2015: 187). Strategy (Thomas) was also defined as the activities and plans of the organization that it sets in a way that ensures a degree of congruence between the goals of the organization. The

organization and its mission, and between the environment and this mission, which works in an effective, effective and highly efficient manner. Drucker defined it as a continuous process for organizing and implementing current decisions, organizing efforts and resources to implement decisions, providing the necessary data and information, and evaluating results based on an effective and integrated information system (Al-Obaidi and Al-Barzanji, 16:2021). The strategy is a long-term and comprehensive plan, and works to achieve harmony and compatibility between the competitive environment and the achievement of goals by senior management. We also define the strategy as concerned with creating a competitive advantage within the business sector in which the organization operates, which is achieved through the service sector, products, business, and market benefit for a specific consumer, as the maintenance of the competitive strategy includes four factors, which are

1. The strengths and weaknesses of the organization
2. Opportunities and threats
3. The personal values of the organization
4. Social expectations (which is what society needs from the organization, and is affected by social awareness and state policy) (Shalghoum, 94: 2014).

### **The Concept of Tourism Strategy**

According to the United Nations World Tourism Organization (UNWTO) A tourism strategy refers to a comprehensive plan that defines goals, objectives and long-term actions needed to develop and enhance tourism in a destination. It involves coordination between different stakeholders and resources to achieve sustainable tourism development.” (UNWTO:2018).

As for (Campbell) He says Tourism strategy refers to the deliberate process of formulating and implementing plans and actions to guide the development and management of tourism activities. It involves aligning resources, objectives and competitive advantages to achieve sustainable tourism growth. (Campbel:2017). Who also understands Tourism strategy is a structured and coordinated approach to managing tourism development and marketing efforts. It includes analysis market, and market selection target, and specify locations, and formulating policies and programs to achieve sustainable tourism growth and competitive advantage.” (Cai, L.A,2002:219-239).

These definitions highlight the importance of tourism strategy in guiding long-term development, management and marketing efforts for tourist sites. They emphasize the need for coordination, sustainability, competitiveness and a holistic approach to achieve successful tourism outcomes. The strategy is a set of options related to specific goals and specific time periods, whether over a medium or long period Decision makers of institutions or sector officials, in order to achieve a meaningful vision and mission, should allocate resources according to their nature projects. targeted. (Enough2017:188.)

It is also about group of except Long-term choices and policies that must fit the country's external environment. The strategy in a comprehensive sense, it is the guiding framework for the organization's activity, whatever its type, in terms of setting goals and the acquisition and allocation of the necessary resources, especially those that you earn A competitive advantage, thus becoming the focal point for the rest of the strategies Sub (Bodah:110)

### **Types of Tourism Strategies**

We can discuss the types of tourism strategies that tourist countries follow according to their policy and importance, including the following: (Kaif, 2017: 178-190)

1. Tourism product diversification strategy (focusing on the tourism product)
2. Tourism market diversification strategy (focusing on markets)
3. The spread strategy focuses on granting facilities and privileges to investors
4. Tourism activation strategy works to focus on national and religious events
5. The strategy of focusing on medical tourism focuses on natural resources for treatment
6. Human Resources Development Strategy Establishing colleges and institutes specialized in hotels and tourism
7. Environment Preservation Strategy Embodying Green Tourism Projects
8. The strategy of focusing on internal tourism, introducing the internal archaeological areas

By addressing the types of strategies, we see that we should rather explain briefly the above paragraphs in relation to (the tourism product diversification strategy). wide range of tourists and cater to their diverse interests and preferences. This strategy recognizes the importance of providing a variety of tourism products beyond traditional offerings, such as landscapes and historical sites, in order to enhance the competitiveness and sustainability of the tourism site.

As for (tourist market diversification strategy), this strategy refers to expanding the range of target markets or customer segments for tourism offerings and includes identifying and attracting visitors from new geographical areas, population groups, or specialized market sectors. The aim is to reduce dependence on a single market and tap new sources of demand, thus increasing the resilience and sustainability of the tourism industry in the location. This strategy often includes market research, targeted marketing campaigns, partnerships, and product development tailored to the preferences and needs of newly targeted markets.

As for (the spread strategy and investor support), the spread strategy usually includes providing incentives and benefits to investors, such as tax exemptions, subsidies, simplified administrative processes, land or property concessions, and infrastructure support. By granting these facilities and privileges, tourist sites seek to encourage both local and foreign investors to invest in tourism-related projects such as hotels, resorts, tourist attractions, and infrastructure development.

As for the (tourist activation strategy), the main objective is to activate and improve the potential of tourism resources and assets. This strategy usually includes a set of marketing, promotional and development activities aimed at increasing the visibility and attractiveness of the site for potential visitors. As for (the strategy of focusing on medical tourism), the main focus is on using the natural resources available in some tourist destinations, such as thermal springs, mineral springs, and places of calm nature and picturesque landscapes, to provide health and recreational treatments for tourists. The focus is on taking advantage of these natural resources to improve the health and well-being of tourists, as treatments such as medical baths, massages, psychotherapy, physical rehabilitation, yoga and other treatments based on natural resources are provided. This strategy aims to promote health and medical tourism in specific tourist destinations and improve the quality of tourists' experience. As for the tourism human resources strategy, as the hospitality and tourism industry continue to expand, there is a growing need for qualified individuals who possess the knowledge, skills, and experience necessary to excel in various roles within the sector. Through the establishment of colleges and institutes dedicated to hotel and tourism education, tourist sites can meet this demand by providing specialized training and education programs. As for the (environmental preservation strategy), this strategy refers to a set of deliberate actions and measures aimed at protecting and preserving the natural environment and its resources. This strategy recognizes the importance of sustainable practices to reduce negative impacts on the environment and to promote long-term ecological balance. Finally (the strategy of focusing on domestic tourism) and defining the internal archaeological areas. The strategy of focusing on internal tourism aims to encourage and enhance tourism within the country's borders by displaying its rich archaeological heritage. By highlighting and opening interior archaeological sites to visitors, this strategy seeks to stimulate local tourism, deliver economic benefits, and foster a deeper appreciation of the country's cultural history.

### **Tourism Strategy Objectives**

What the world knows today of the changes that affected all countries and became its goal to make a profit without taking into account the geographical, regional and legal boundaries and the emergence of what is known as the globalization of tourism and this is due to the awareness of these countries of the importance of the tourism sector in the search for development overall ,Especially after opening borders between many countries and integrating modern technologies into work tourist ,As financial and international banks became interested in this sector, which increased the global tourism movement. In general, the objectives of the tourism strategy revolve around the following:(son Huffy,2015:180.)

1. The diversity and multiplicity of tourist attractions.
2. Bringing the tourism product to the international markets through its development.
3. Attracting local and international tourism investments.
4. Setting quality standards and defining their specifications.
5. Work to create sustainable development and develop societies.
6. Developing tourism marketing and promotion tools.
7. Developing the private sector and encouraging it to invest in the tourism field.

### **Sustainable Tourism and Its Importance in Modern Tourism Strategies**

**Sustainable Tourism:** It is my meeting point the needs of visitors and the region hosting them, which leads to the protection and support of opportunities for future development, so that all resources are managed in a way that provides economic, social and spiritual needs, but at the same time preserves the cultural reality, the necessary environmental pattern, biodiversity and all the necessities and systems of life. And for the sustainability of tourism, as is the case for the sustainability of other industries, (Fouad,2015:113-98).

The concept of sustainable tourism also includes the ability to communicate and continue through the optimal use of natural and human resources while preserving biodiversity, reducing negative impacts on the environment and culture, and involving local communities from development gains. -( Bzazo,2009:153-155) It is, then, viable tourism from an economic and social point of view without detracting from the value of the environment or local culture. Sustainable tourism is based on three pillars: (Abdullah,2006:217.)

1. Economic development.
2. Resource protection.
3. The life of the local peoples

also Prepare Sustainable tourism is one of the most important concepts that receive great attention in modern tourism strategies, because it preserves the environment, culture, and social legacies and stimulates comprehensive economic development. It also works to achieve a balance between the needs of tourists and the needs of host communities. Sustainable tourism depends on achieving tourism development in a sustainable manner, which aims to achieve a balance between the economic, social and environmental needs of host communities and visitors. That "sustainable tourism is the only way to preserve local cultures, biodiversity and natural resources, by stimulating sustainable economic development and preserving the social and cultural legacies of the regions hosting tourists. (Walker,2017:5-6) as That "sustainable tourism is a key to promoting tourism development and achieving a balance between the needs of tourists and the needs of communities hostess. And therefore, it can be said that sustainable tourism plays an important role in modern tourism strategies, promoting awareness of the importance of preserving these legacies and motivating local communities to participate in tourism development. and enhance its capacity for sustainable development in the future. (Chen,2019:21-22).

Sustainable tourism is a comprehensive concept that includes concern for the environment, culture, and host communities, and requires the coordination of efforts of all stakeholders in tourism, including governments, the private sector, local communities, and visitors. This includes developing infrastructure, improving transportation, and encouraging visitors to participate in sustainable tourism activities, such as ecotourism, cultural and rural tourism. As that Sustainable tourism contributes to achieving sustainable economic development by providing job opportunities and promoting investments in areas hosting tourists, which stimulates economic growth and reduces poverty and unemployment rates. Sustainable tourism also promotes the preservation of the cultural and historical legacies of the regions hosting tourists, and works to improve the environmental awareness of visitors and local communities. In addition, sustainable tourism contributes to the protection and preservation of the environment, by encouraging the use of environmentally friendly technologies and stimulating participation in sustainable tourism activities, such as environmental, heritage and rural tourism. Sustainable tourism also helps reduce carbon emissions and improve the environmental management of tourism facilities, which reduces the impact of tourism on the environment and preserves natural resources for future generations. Thus, it can be said that sustainable tourism is considered a basis for balancing the economic, social and environmental needs of host communities and visitors, and enhancing their capacity for sustainable development in the future. (Weber,2018:15-16)

### **The Concept of International Tourism and its Importance**

The concept of international tourism is travel to new countries and regions for leisure, learning, cultural and business purposes. International tourism is an important industry for the global economy, as it contributes to providing job opportunities and improving the national income of the host countries. Reports from the World Tourism Organization indicate that the number of international tourists exceeded one billion in 2019, which is an indication of the importance of this industry in the global economy. In addition, a study conducted by the organization indicates that international tourism helps promote sustainable development and environmental protection, as host countries work to develop the tourism sector in a way that preserves the cultural and environmental heritage of the region and reduces the effects of pollution and destruction. Thus, international tourism plays an important role in promoting economic, social and cultural development, as it stimulates interaction between cultures and contributes to achieving sustainable development. (W.T.O,2020:2) International tourism also contributes to providing job opportunities and improving national income in host countries, and it promotes cultural exchange and understanding between peoples and stimulates innovation and economic development. International tourism requires the provision of good infrastructure and distinguished services for tourists, which contributes to the growth of other sectors related to tourism, such as hotels, restaurants, transportation, shopping and entertainment.

(Keford,2008:3) International tourism is one of the most important economic industries in the world, as it contributes to providing job opportunities and increasing the national income of the host countries, in addition to stimulating tourism development, international cooperation, and enhancing cultural interaction and exchange between peoples. International tourism is one of the most important economic industries in the world, and it contributes to improving

the living conditions of the local population, providing job opportunities, achieving economic growth, developing the infrastructure of the host countries, contributing to enhancing cultural interaction and exchange, promoting cultural and heritage tourism in the host countries, and stimulating innovation and economic development in the sectors associated with tourism. (Bellon,2000:1-3)

### **Sustainable Tourism Strategies and their Impact on International Tourists**

There are many Countries Tourism around the world that implements sustainable tourism strategies and works to preserve the culture, environment and social legacies of the areas hosting tourists. Among these the countries the researcher chose as a global and Arab because of their advantages and requirements for building successful strategies in the sustainability of the tourism sector, which are as follows.

#### ***Costa Rica***

Costa Rica in Central America is one such location sustainable tourism Where the local government works to encourage environmental, rural and cultural tourism, and to provide job opportunities for local communities in these sectors. Costa Rica is known for its stunning natural landscapes, nature reserves, rainforests, and beautiful beaches, and tourists are drawn to this location to enjoy nature, wildlife, and local culture. Costa Rica is known for its efforts to develop sustainable tourism, and has made great progress in this area. There are some important statistics on the implementation of sustainable tourism strategies in Costa Rica, namely:

1. Tourism accounted for about 8.2% of Costa Rica's Gross Domestic Product (GDP) in 2019.
2. Sustainable tourism is an important source of jobs in Costa Rica, with around 8% of the country's population working in sector this.
3. The tourism sector in Costa Rica is world-renowned thanks to its continuous efforts to promote sustainability, as the country has received numerous awards and honors in this field.
4. Costa Rica is characterized by huge green spaces and natural protection areas, as the size of protected forests in the country is about 25% of the country's total area (W.T.O,2019:1-17).

#### ***New Zealand***

New Zealand in the Pacific Ocean is one of the sustainable tourism sites, where the local government encourages environmental, cultural and rural tourism, and preserves the beautiful landscapes, wildlife and local culture. New Zealand is known for its stunning landscapes and outdoor activities such as hiking, surfing and snowboarding.

New Zealand is known for its efforts to develop sustainable tourism, and has made significant progress in this area. According to the "Sustainable Tourism in New Zealand" report issued by the New Zealand Ministry of Tourism, there are some important statistics on implementing sustainable tourism strategies in New Zealand, namely:

1. Tourism is a major sector of the New Zealand economy, accounting for around 20% of the country's exports.
2. New Zealand's tourism sector is world-famous thanks to its continuous efforts to promote sustainability, as the country has received numerous awards and honors in this field.
3. Sustainable tourism forms an essential part of New Zealand's National Tourism Strategy, which focuses on promoting conservation of the environment, local culture and sustainable employment.
4. New Zealand is characterized by huge green areas and natural protection areas, as the size of protected forests in the country is about 30% of the country's total area. (New Zealand Ministry of Tourism, 2019:1-15)

Tourism Strategies One of the impacts of sustainable tourism on international tourist arrivals is to provide a unique and beneficial tourism experience, where tourists can enjoy nature, wildlife and local culture in a sustainable and responsible way. Tourists can also enjoy sustainable tourism activities, such as environmental, heritage and rural tourism, which help protect and preserve the environment. (Weber,2018:22)

#### ***Comoros***

The Comoros Islands in the Indian Ocean are considered one of the sustainable tourism sites, as the local government works to encourage environmental, cultural and rural tourism, and to provide job opportunities for local communities in these sectors. The Comoros is famous for its stunning landscapes, natural reserves and beautiful beaches, and is an ideal destination for tourists looking for a sustainable and beneficial tourism experience. The Comoros offers diverse natural and cultural advantages that are attractive to tourists, which is why the local government is working on implementing sustainable tourism strategies with the aim of preserving these advantages and achieving economic, social and environmental sustainability (Luck,2017:85)

The following are some statistics related to the implementation of sustainable tourism strategies in the Comoros:

1. The local government issued an action plan to develop sustainable tourism in the Comoros during the period 2015-2020, which included implementing a set of initiatives and programs to promote sustainable tourism.
2. The local government has implemented a number of sustainable tourism projects in the Comoros, including developing tourist sites, promoting sustainable transportation, and providing training and education for local residents and visitors alike.
3. In 2018, nearly 22,000 international tourists were registered in the Comoros, which is a 50% increase over the previous year. In the same year, nearly 60,000 domestic tourists were registered on the islands. (Al-Hajji, 2020: 69-86)

Many Arab countries are working on implementing sustainable tourism strategies, in order to preserve the culture, heritage and environment in tourist areas and achieve economic and social sustainability. Among the Arab countries working to implement these strategies are.

### ***Jordan***

Jordan is considered one of the leading Arab countries in implementing sustainable tourism strategies, as the local government seeks to implement initiatives and programs to preserve natural and cultural areas, and encourage environmental, cultural and rural tourism. Jordan is famous for its stunning landscapes, ancient ruins, ancient cities, nature reserves and beautiful beaches, which attracts tourists looking for a sustainable and beneficial tourism experience (Matarneh, 2021 61-75).

Jordan is well known for its efforts in developing sustainable tourism, and has made remarkable progress in this field. According to the "Sustainable Tourism in Jordan" report issued by the Jordanian Ministry of Tourism and Antiquities, there are some important statistics on implementing sustainable tourism strategies in Jordan, namely:

1. Tourism is one of the main sectors of the Jordanian economy, accounting for about 14% of the country's GDP.
2. Sustainable tourism forms an essential part of Jordan's national tourism strategy, as the strategy focuses on promoting environmental preservation, cultural diversity, and sustainable job creation.
3. Renewable energy is one of the most important methods used in promoting sustainability in the Jordanian tourism sector, as many Jordanian hotels and tourist facilities use solar, wind and water energy to generate electricity.
4. Jordan contains many protected natural and archaeological areas, as there are about 9 protected natural areas and about 26 archaeological sites registered in the UNESCO World Heritage List. (Ministry of Tourism, 2019: 1-12)

### ***Morocco***

Morocco is considered one of the Arab countries working to implement sustainable tourism strategies, as the local government seeks to encourage environmental, cultural and rural tourism, which aims to preserve the cultural, heritage and environmental heritage in tourist areas. Morocco is famous for its traditional markets, ancient cities, stunning landscapes and beautiful beaches, and is an ideal destination for tourists looking for a sustainable tourism experience. (Azizi,2020:342-353)

Morocco is working to develop sustainable tourism and provide sustainable job opportunities in this sector. According to the "Sustainable Tourism in Morocco" report issued by the Moroccan Ministry of Tourism, there are some important statistics on the implementation of sustainable tourism strategies in Morocco, namely:

1. Tourism is one of the main sectors of the Moroccan economy, accounting for about 10% of the country's GDP.
2. The tourism sector in Morocco enjoys international fame thanks to its continuous efforts in promoting sustainability, as the country has received many awards and honors in this field.
3. Sustainable tourism is an essential part of Morocco's national tourism strategy. The strategy focuses on promoting the preservation of the environment, local culture, and sustainable job creation.
4. Morocco contains many protected natural and archaeological areas, as there are about 10 protected natural areas and about 9 archaeological sites registered in the UNESCO World Heritage List. (Moroccan Ministry of Tourism, 2019: 1-20).

### ***Tunisia***

Tunisia is considered one of the Arab countries working to implement sustainable tourism strategies, as the local government seeks to encourage cultural, heritage and environmental tourism, which aims to preserve the cultural, heritage and environmental heritage in tourist areas. Tunisia is famous for its ancient cities, traditional markets,



archaeological sites and beautiful beaches, which attracts tourists looking for a sustainable and exciting tourism experience. (5Ben Hassen,2021:483-504).

Sustainable tourism strategies in Tunisia, are:

1. Tourism is one of the main sectors of the Tunisian economy, accounting for about 8% of the country's GDP.
2. The Tunisian government works to promote sustainable tourism by implementing initiatives and programs aimed at reducing the negative impact of tourism on the local environment and culture, and strengthening the management of natural resources and biodiversity.
3. Tunisia contains many protected natural and archaeological areas, as there are about 29 protected natural areas and about 8 archaeological sites registered in the UNESCO World Heritage List.
4. Renewable energy is one of the most important methods used to promote sustainability in the Tunisian tourism sector, as many Tunisian hotels and tourist facilities use solar, wind and water energy to generate electricity. (Ministry of Tourism, 2019: 1-15).

### ***Iraq: As for Iraq as for Iraq***

Currently, there is no report on Iraq's implementation of sustainable tourism strategies, and this could be partly due to the security and economic conditions that Iraq is directing. However, there are some individual initiatives in the main tourist areas in Iraq, such as encouraging cultural and heritage tourism and focusing on preserving archaeological sites and important monuments in the country. (Jabbar, 2019: 1-20)

There is not much data and statistics on the implementation of sustainable tourism strategies in Iraq, as the tourism sector in Iraq faces great challenges. However, there are some initiatives and efforts aimed at promoting sustainable tourism in Iraq, according to the report "Tourism in Iraq: Opportunities and Challenges" issued by the World Tourism Organization in 2019:

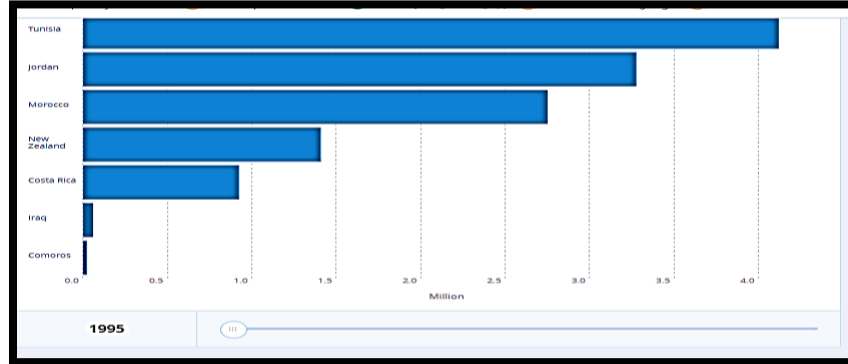
1. Many agencies in Iraq are working to promote sustainable tourism by implementing initiatives and programs aimed at improving tourism infrastructure, providing sustainable job opportunities, and promoting the preservation of natural resources and local culture.
2. Iraq contains many important archaeological and historical areas, as there are about (5) archaeological sites registered in the UNESCO World Heritage List, and the Iraqi government is working to develop these sites and make them available to its visitors. (W.T.O,2019:1-10)

Iraq contains many important archaeological sites that deserve to be seen by the tourist coming to Iraq, including:

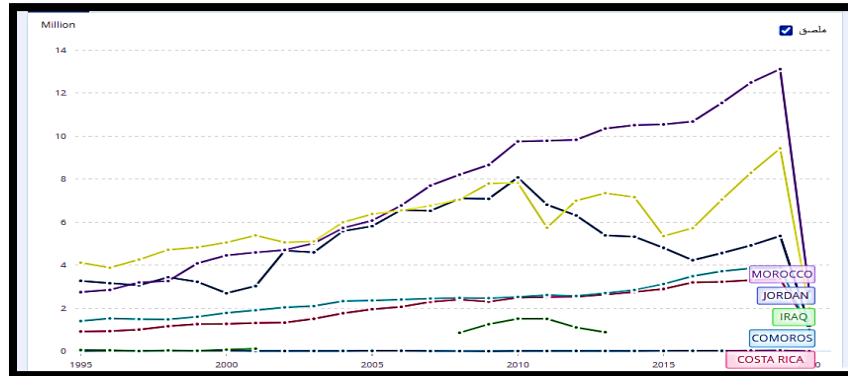
1. Babylon: Babylon is one of the most famous archaeological sites in Iraq, where visitors can see the ruins of the ancient city, known as the famous Tower of Babel, which was considered one of the Seven Wonders of the World.
2. Ur: The city of Ur is located in southern Iraq, and is considered an important archaeological site for the Sumerian civilization. Visitors can see the remains of the city and the temples and palaces that were built in it. The city of Ur is one of the oldest cities in the world that tells the story of the ancient Sumerian civilization.
3. Nineveh: The city of Nineveh is located in northern Iraq, and was the capital of the ancient empire of Assyria.
4. Hatra: Hatra is located in southern Iraq, and it is an archaeological site dating back to the Sumer civilization.
5. Tell El-Amarna: Tell El-Amarna is located in northern Iraq, and it is an archaeological site dating back to the Akkadian civilization.
6. The city of Al-Askar: It is located in the Nineveh Governorate in northern Iraq, and it was an important historical city in the era of the Sassanids.
7. The city of Al-Hirah: It is located in Dhi Qar Governorate in southern Iraq, and it is an archaeological site dating back to the Sumerian civilization.
8. The ancient city of Kut: It is located in Wasit Governorate in central Iraq, and includes a number of temples and palaces dating back to the Babylonian era.
9. Halabja: located in northern Iraq and includes a group of ancient archaeological ruins dating back to several civilizations, including the Sumerian, Assyrian, Babylonian and Islamic civilizations.
10. Tell Al Wasatia: The city of Tell Al Wasatia is considered one of the most important archaeological sites in southern Iraq, and includes many temples, palaces and ancient wall paintings.
11. Archaeological site in Ramadi: This archaeological site includes many important ruins dating back to the Sumerian, Babylonian and stylistic civilizations.

And many other sites give the tourist an impression of the large number of civilizations crowding in this spot (Ministry of Tourism, 2023).

The chart below shows the importance of international tourism through international and Arab tourist arrivals for the, which can be considered a model in the work of modern tourism strategies to stimulate international tourism globally and in the Arab world, including Iraq for the time period from 1995 to 2020. The figure also shows data on tourist arrivals, not the number of travelers. Thus, a person who makes several trips to a country during a certain period is counted each time as a newcomer.



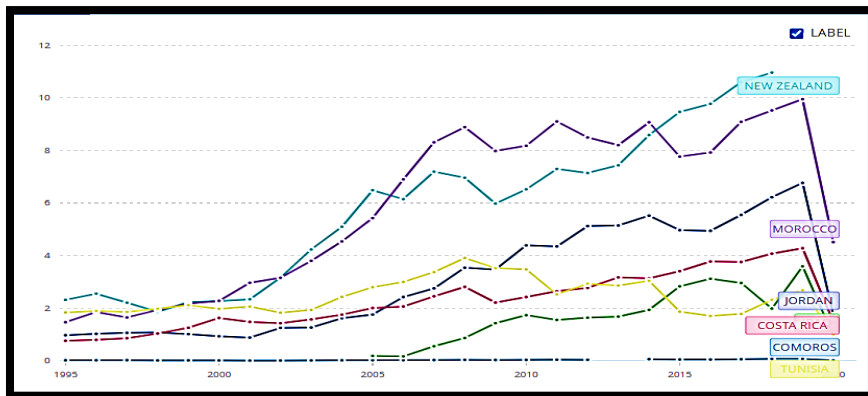
Source: World Bank Data Website

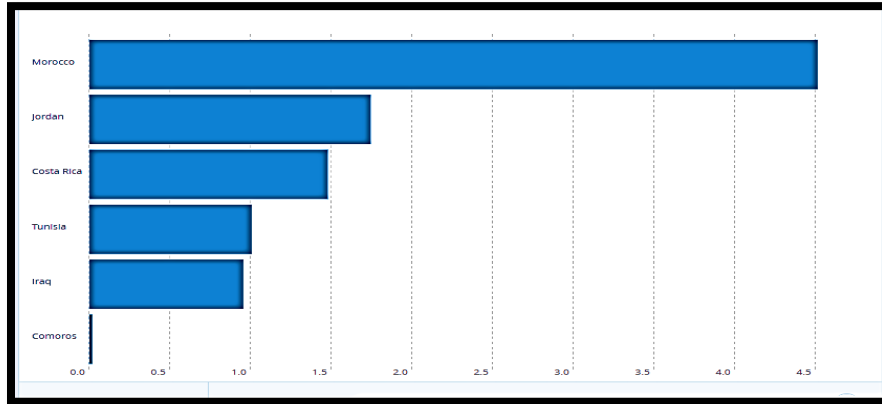


Source: World Bank Data Website

And the diagram below Shows importance tourism International through revenue from tourists Internationally and in the Arab world for the that can be considered model in the work of modern tourism strategies to stimulate international tourism Internationally and in the Arab world, including Iraq, for the period from 1995 to 2020.

The figure below also shows that international tourism revenue is the expenditure of international visitor arrivals, including payments to national carriers for international transportation. These receipts include other payments for goods or services received in the country of destination.





Source: World Bank Data Website

### Section Three

#### The Role of Digital Marketing in Modern Tourism Strategies

Digital marketing is an important modern tool in tourism strategies, as it can be used to attract more tourists and improve their tourism experience. Digital marketing includes the use of the Internet, social media, e-mail, digital ads, voice search, smart applications and other electronic means to communicate with the target audience and achieve the desired goals. Digital marketing in tourism can be used to achieve several goals, including increasing the number of visitors and improving their tourism experience, improving awareness of tourist sites and enhancing their reputation, increasing tourism revenues and achieving the profitability goals of tourism companies. Another study conducted by (Hong et al., 2020) indicates that digital marketing can help enhance the relationship between tourists and tourist sites and improve their experience. It can also be used to improve direct marketing and interact with customers. Digital marketing can help attract tourists and motivate them to visit tourist sites. It can also be used to improve the experience of tourists and provide different and distinctive tourism services. (Tong, et al,2021:1-12).

In the same issue, we find the impact of digital platforms on incoming international tourists. It has changed the way of thinking and planning for travel significantly, thanks to digital technology, social media, and online travel agencies. This has led to an increase in the number of international tourist arrivals to tourist areas around the world. Whereas traditional travel involved visiting a travel agency, searching a tour guide, booking hotels, and renting a car, today travel is mainly done through the Internet. This has led to drastic changes in the travel industry, with the emergence of new companies offering online hotel, car rental and flight booking services. Social media is also a powerful influence on tourists' preferences and choices, where tourists can get comments and recommendations from others and share their own photos and tourism experiences. There are many positive effects of the changes brought about by digital technology, social media and online travel agencies on international tourist arrivals, some of which can be mentioned as follows: (Jones, 2020: 25-26).

#### *Positive Effects*

1. Facilitating and speeding up the process of travel planning, hotel reservations, car rentals and airline reservations.
2. Increasing tourism awareness and identifying new tourist areas and the diversity of options.
3. Providing the necessary information to tourists about tourist places and available activities.
4. Improving the travel experience through the ability to connect with loved ones and share experiences and photos on social media.
5. Provide an opportunity for travelers to search for exclusive offers and deals.

#### *Negative Effects*

There are also some negative effects that may result from these changes, some of which can be mentioned as follows:

1. Reducing the social and cultural interaction between tourists and the local population and devaluing the local culture and heritage.
2. High prices due to increased demand, competition and e-marketing.
3. Impact on the traditional travel industry and reduce job opportunities in this sector.

4. The risk of buying from unreliable travel agency websites, which may lead to fraud at times.

### **Challenges in Implementing Modern Tourism Strategies**

Tourism sites face many challenges in implementing modern tourism strategies, due to the rapid changes in the tourism market, technology, and economic, environmental and social factors. Here are some of the challenges you face:

1. **Technology changes:** Technological changes are accelerating and constantly evolving, which makes it difficult for tourist destinations to keep their tourism strategies updated and effective. Thus, the main challenge is to update the strategies and adapt to the new tools and technologies available.
2. **Economic changes:** Economic changes affect the tourism market and the development of tourist destinations, as declines in the global economy can lead to a decline in international travel and tourism waves. This requires tourism destinations to update their strategies and direct their efforts towards emerging and growing tourism markets.
3. **Environmental and social changes:** Environmental and social changes affect the development of tourist destinations, as this requires tourism destinations to adopt sustainable tourism practices and direct their efforts towards achieving sustainable development of tourism. (North,2019:82-105).
4. **Cultural aspects:** Ineffective tourism strategies contribute to reducing the value of the cultural heritage of tourist destinations, and contribute to the destruction of cultural and heritage monuments. Tourism destinations must adopt sustainable tourism practices and protect cultural and heritage monuments to preserve them for future generations.
5. **Environmental aspects:** Ineffective tourism strategies contribute to environmental pollution and destruction of the ecosystem of tourist destinations, which negatively affects the environment, wildlife, aquatic life and biodiversity. Tourism destinations must adopt sustainable tourism practices and protect and preserve the environment for future generations. (Stephen J,2014:168-190).

In conclusion, the researcher believes that with regard to the first part of the research, it is necessary to emphasize the importance of modern tourism strategies in stimulating international tourism. Modern tourism strategies are among the most important factors that contribute to the revitalization of international tourism. These strategies depend on market analysis, meeting the needs of tourists, developing tourism products and improving services, which contributes to increasing the number of tourists and tourism revenues and promoting economic growth.

Also, the researcher believes, with regard to the second part of the research, the importance of adopting tourist sites for modern and sustainable strategies in the tourism industry. We call on tourism site marketers, policy makers and industry professionals to take effective action to implement these strategies, attract international tourists and promote sustainable growth. This can be achieved by analyzing the market, meeting the needs of tourists, developing tourism products, improving services, and achieving sustainable development and the economic, social and environmental sustainability of tourist destinations.

## **Section Four**

### **Conclusions and Recommendations**

#### **Conclusions**

A set of conclusions about the importance and impact of modern tourism strategies in revitalizing international tourism, including:

1. Modern tourism strategies are considered one of the most important factors in stimulating economic growth in tourist destinations, as they work to increase the number of tourists and tourism revenues and improve the quality of tourism services.
2. Modern strategies can promote sustainable development in the tourism industry, through better management of natural resources, control of pollution and promotion of responsible tourism.
3. Modern tourism strategies include several principles and methods, such as market analysis, development of tourism products, improvement of services and innovation, and these principles can be applied effectively to attract more tourists and improve the tourism experience.
4. The tourism site marketers, policy makers and tourism industry professionals must work together to implement effective modern tourism strategies, through market analysis, meeting the needs of tourists, improving services and encouraging innovation.

5. Financial and technical support must also be provided for implementing modern tourism strategies, stimulating investment in the tourism industry and encouraging international cooperation in this field.
6. Modern tourism strategies can help improve the image of tourist destinations and make them more attractive to international tourists, and enhance confidence in tourism as an important economic sector.
7. Modern tourism strategies can play an important role in achieving the goals of sustainable development of the United Nations, especially with regard to international cooperation and the promotion of a sustainable economy, social development and environmental preservation.

### **Recommendations**

It includes the following recommendations to develop modern tourism strategies and achieve maximum benefits in stimulating international tourism:

1. Market Analysis: Continuous market studies should be conducted to understand the needs and expectations of tourists and to identify current and future trends in the tourism industry. This information can be used to develop modern and effective tourism strategies.
2. Developing tourism products: Tourists must be provided with comprehensive, diverse and distinctive tourism experiences, commensurate with their needs and expectations, and provide them with a unique and enjoyable experience in tourist destinations.
3. Improving tourism services: The quality of tourism services provided must be improved, and workers in this field should be trained on how to deal with tourists and meet their needs and expectations.
4. Encouraging innovation: Innovation should be encouraged in the tourism industry, and modern technologies and creative solutions should be developed to enhance the tourism experience and improve the quality of services provided.
5. International Cooperation: International cooperation in the tourism industry should be strengthened, exchange of expertise, information and experiences should be encouraged between countries, and coordination should be achieved in the practical application of modern tourism strategies.
6. Transitioning to sustainable tourism: We must focus on sustainable development in the tourism industry, achieving a balance between economic, social and environmental sustainability, encouraging responsible tourism and preserving the natural and cultural resources of tourist destinations.
7. Investment support: Financial and technical support must be provided to implement modern tourism strategies, encourage investment in the tourism industry, and provide a suitable environment for its better development.

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