

The Effect of Marketing Strategies on the Tourism Development of Archaeological Sites

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Abstract

The current study aims to test the impact of marketing strategies on tourism development, as well as to identify the nature of the practice and interest of the Antiquities and Heritage Authority and its affiliated sites, as the importance of the study stems from the limitations of previous studies that tried to identify and know the type of relationship between research variables (marketing strategies, tourism development) Add to this the researcher's attempt to address a realistic problem that mainly affects the tasks and work of the Antiquities and Heritage Authority at the near and far level, so the study adopted the intentional stratified sampling method, and distributed (100) questionnaires as a main tool for data collection, to (director, assistant director, head of department, responsible (Division, employee) at the headquarters of the Commission, and the number of recovered persons was (86), of which (79) were a questionnaire suitable for statistical analysis. Analytical, historical method, and statistical methods were used to analyze the practical aspect (weighted mean, standard deviation, coefficient of variation, relative importance, T-test, simple correlation coefficient Pearson, regression etc. The simple and multiple folding), and the descriptive and inferential statistical analysis has concluded the most prominent result, by employing the Antiquities and Heritage Authority for marketing strategies in tourism development, especially when it uses the market-oriented strategy, focusing on the main customers, and organizational efficiency in promoting the tourism development of the Authority.

Key-words: Marketing Strategies, Tourism Development, Organizational Efficiency, Antiquities and Heritage Authority.

1. Introduction

Countries and governments view tourism in the third millennium as a permanent economic resource that sustains and strengthens their budgets, and stimulates their economy by absorbing unemployment and re-distributing income in a positive manner without relying on the rentier and

industrial economy alone. Tourism organizations have realized some challenges in diversifying their services, as well as preserving Her cultural heritage, introducing the world to it, and making it a tool to attract tourists, which made her think about mechanisms, policies and programs that develop tourism and maintain its financial and cultural ties with the preparation of the budget, so it began to rearrange its ideas about building fertile ground, through which the tourism sector in Iraq would flourish.

As the Antiquities and Heritage Authority resorted to marketing strategies, and in the form of decisive decisions, through which it determined the pattern of behavior that it will intend to target the tourism market, especially by investing in tourism and heritage sites, and adopting its marketing strategies through (market orientation, orientation towards creativity, internal capabilities, capabilities External), so the Authority's goal in this package of dimensions was directed towards tourism development in its dimensions (social, economic and environmental), in addition to the preoccupation with tourism development, which has come to the fore in strategies and plans at the level of countries and organizations.

And based on the importance of the topic of marketing strategies in the Antiquities and Heritage Authority in the tourism development in the form and its expected effects on the future of the Authority in particular and the tourism organizations in general, and in continuation with previous knowledge efforts to increase the intellectual contribution through this package of topics, the idea of the study came to confirm the necessity of having marketing strategies. It is keen on developing tourism and for this, the research problem was formulated through an academic knowledge-based approach that addressed the knowledge gap, as well as the practical problem. Questions were formulated according to this approach, and then goals were set, the most prominent of which was the promotion of tourism development through the impact of marketing strategies on tourism development, and based on The research problem The hypothesis plan and the study hypotheses were prepared, and the researcher faced some challenges, the most prominent of which was Corona's delinquency, which led to the difficulty of communicating with the sample, distributing the questionnaire, and moving between sites, especially since most of them are closed for maintenance or other reasons.

The First Topic / Research Methodology and Previous Studies

First: The Research Problem

The idea of the current study, based on a group of strategic management theories (theory based on competition and profit maximization, theory based on survival, agency theory, theory based on human resources) crystallized, and based on a set of research facts, the study problem can be formulated through a question Head of the study (Does improving tourism development in the Antiquities and Heritage Authority need marketing strategies).

As for the application side of the research, the field visits of the authority have led to some lag in understanding and knowing the marketing strategies, how they work and what are their dimensions, as well as a sketchy knowledge of tourism development. On the other hand, the study aimed to identify some of the shortcomings in the limited resort of the authority To formulate a marketing strategy that takes into account its potentials, the visitor's needs and desires, weakness in discussing the strengths and weaknesses of its competitors, weakness in improving its marketing management level and introducing creative changes in its tourism services, all of these things prompted the researcher to define questions and find the following answer:

1. What is the level of interest of the Antiquities and Heritage Authority in marketing strategies, and what is the dimension that meets its interest and priorities for its investment in its dimensions (orientation towards the market, orientation towards creativity, internal capabilities, external capabilities)?
2. What is the level of interest and adoption by the Antiquities and Heritage Authority for tourism development, and what are the most prominent dimensions (economic, social and environmental) that receive attention and application in them?
3. Is there a correlation between the marketing strategies and tourism development in the Antiquities and Heritage Authority?
4. Do marketing strategies affect tourism development? What are the most influential dimensions?
5. Do marketing strategies affect? What are the most prominent dimensions of their impact on the tourism development of the Antiquities and Heritage Authority?

2. Second: Research Objectives

The study objectives can be summarized as follows:

1. Learn about the latest theoretical and philosophical propositions about the study variables (marketing strategies, tourism development)
2. Investigating the nature of the relationship between the research variables in developing the Antiquities and Heritage Authority in particular, and the possibility of benefiting other tourism organizations, especially increasing their awareness and familiarity with the intellectual, theoretical and models presented.
3. The current study deepens the understanding of the individuals and management of the Antiquities and Heritage Authority and its affiliated sites with important concepts in the life of the Authority such as marketing strategies and tourism development, as well as introducing its dimensions and importance, and in a way that contributes to the benefit of the Authority and other organizations thereof.
4. Diagnosis of the direct complementary interconnectedness between tourism development with marketing strategies and their dimensions in the Antiquities and Heritage Authority.
5. Examining a combination of standards used in a global environment that differs from the Iraqi environment in general, and the tourism environment in particular.

Third: The Importance of the Study

1. Activating the role of marketing strategies in tourism development between the archaeological and heritage sites in Baghdad Governorate.
2. Show the elements of tourism development and their impact on the tourism sector, highlighting them and investing them in an effective way for future tourism development.
3. The study variables (marketing strategies, tourism development) represent the most prominent variables affecting mainly the tourism sector in general, and the Antiquities and Heritage Authority in particular.
4. The study presents a number of conclusions and recommendations that would assist in setting up a number of reform measures compatible with improving the performance of the Heritage and Antiquities Authority and its affiliated sites.
5. The study enables the Heritage and Antiquities Authority to improve the level of its formulation, adoption of marketing strategies and their dimensions in achieving tourism development.

6. The current study draws attention to the importance of choosing the appropriate marketing strategy to achieve tourism development in its environmental, economic and social dimensions.

Fourth: The Hypothetical Outline of the Research

The hypothetical scheme aims to clarify the logical relationships of a group of main variables and the sub-variables related to each of them, and the dimensions of the variables have been chosen according to the intellectual and literary surveys due to the available resources of the researcher related to the issue of strategic prowess and its impact on job performance and according to the researcher's review of the latest research developments in the field of variables. The current plan reflects the dimensions and variables of the discussed problem, its questions and its main premises, which stipulated the analysis and diagnosis of the main research problem in the Iraqi media network, according to the following variables:

1. Independent variable: Marketing strategies as an explanatory variable of the problem, and its dimensions are (orientation towards the market, orientation towards creativity, internal capabilities, external capabilities).
2. Dependent Variable: Tourism development in its dimensions (social, economic and environmental).



Fifth: Research Hypotheses

The hypothesis is considered a preliminary proposal, or an estimative conclusion that the researcher puts temporarily, and as a preliminary opinion to solve the study problem, based on the information of the problem expressed in major dimensions and variables, and aspiration to answer the questions raised therein, and an achievement of the main objectives of the study (Abbas, 2016: 12), and in harmony with The proposed hypothetical model, the study hypotheses expressing the type of relationship between the variables discussed in the Antiquities and Heritage Authority were formulated as follows:

The first main hypothesis: There is a positive, positive, significant correlation between the strategies

The second main hypothesis: There is a positive significant impact of marketing strategies and their dimensions on development

Sixth: Research Methodology

The current study adopted the descriptive, exploratory and analytical approach, in its answer to the main and secondary research problem questions, and achieving its objectives. The descriptive approach is used to study the existing conditions of the phenomenon, in terms of its characteristics, forms, and relationships, as well as the factors that affect it, through the researcher's resort to monitoring and follow-up in a manner. Quantitative and qualitative, in order to gain familiarity with the phenomenon in terms of content and preparation of results, and to develop solutions to it and generalize them (Faris and Sarayra, 2011: 57), the researcher sought to collect data, analyze it and arrive at preliminary information that helped him define the problem and suggest the appropriate hypotheses. In this context, the researcher used Excel (2016), as well as the two statistical packages (SMART PLS V.3.3.8 & SPSS V.26).

Seventh: Research Limits

The main study limits include:

1. Field borders: The Heritage and Antiquities Authority, and its archaeological heritage sites in the governorate of Baghdad.
2. Temporal boundaries: The temporal limits of the study were represented in its application from February (2020) until September (2020) as a distribution of the questionnaire, its

collection and dispersal, the conduct of statistical analysis, and the study of the Commission's work for the last three years.

3. Human borders: a sample of the Heritage and Antiquities Authority and some of its affiliated sites (director, assistant director, head of department, division official, employee) were represented.
4. Cognitive boundaries: and embodied by focusing marketing strategies as an independent variable, managing customer relations as a second independent variable, and tourism development, emanating from intellectual propositions and the cognitive contribution of strategic management, marketing management, and the organization and organizational behavior.

Eighth: The Research Community and its Sample

Every society in which research requires major components that the researcher examines in order to study its parts, and may require the selection of a sample whose answers can be generalized to it, so it is imperative to define it clearly and accurately. Due to the number of its employees and due to the current conditions and the spread of the pandemic, which led to the closure of some tourism potentials, therefore the distribution was limited to the headquarters of the Authority and some sites, as the researcher wants to know the level of practice and availability of marketing strategies, customer relationship management, tourism development, as well as the relationships between these The variables, because they are the best and closest to diagnosing them through their awareness of the nature of these practices away from prejudice and courtesy. It was found that (7) of them were invalid, the sample (79) became an observation, the sample was deliberate stratified and as shown in Table (2).

Table 2 - Calculation and Identification of the Research Sample, Distribution and Recovery Cases

Distributor	The recipient	Excluded from the recipient	The good of the sample recipient	The Sample
100	86	7	79	
Percentage	86%	8%	91.86%	91.86%

Director		Associate director		Head of the Department		Division Officer		Employee	
1	1.26%	2	2.5%	8	10.12%	15	19%	53	67.12%

Ninth: Previous Studies

1. Previous Knowledge Contributions Related to Marketing Strategies

Researcher and year	Matti Jaakkola, 2006
Study Title	Application of late-stage product life cycle strategies by the medical device Industry
The most important objectives of the study	It aimed to answer the question: What is the most positive strategic type of marketing that relates effectively to the financial performance of companies in different business environments? As well as sub-questions (What is the relationship between marketing resources, business trends, and the financial performance of the company? How sensitive are the results, country-specific differences and business environment? (3) How is marketing effectiveness evaluated today and perhaps in the future?
Study Approach	The experimental method, in addition to a full sample analysis, and some interviews
Study variables and tools	Marketing Strategies, Performance
Population and sample study	Using data containing marketing and performance data for 5,627 companies in 13 countries. Individual countries were examined and two comparison studies - “Low-Cost” Countries versus “High-Cost” Countries and “Engineering Countries”, structural equation modeling was the primary statistical method applied.
The most prominent results	The results indicate a strong influence of internal marketing potential on financial performance, followed by innovation orientation, external marketing capabilities, and market orientation, and an evaluation tool was developed for companies' use. Finnish companies were found to be among the least effective in strategic marketing, differences between countries and groups were identified, the study achieved its objectives and provided a basis for subsequent quantitative studies within the Starmark research project Some avenues have been suggested for further research.
The field of similarity and difference	The two studies used the same scale and dimensions in measuring marketing strategies, but in two different environments, with two different sample sizes and two different sectors, in addition to the fact that their results differ in terms of leading the trend towards the market, while the previous study had suggested the trend towards innovation.

Researcher and year	Anjani et. al., 2018
Study Title	Relationship Of 7p Marketing Mix and Consumers' Loyalty in Traditional Markets
The most important objectives of the study	Knowing the level of the marketing mix (product, price, place, promotion, people, process, in the traditional 7P market), knowing the level of traditional consumer loyalty to the market, and determining the relationship between the implementation of the marketing mix and consumer loyalty
Study Approach	Descriptive analytical method.
Study variables and tools	Marketing mix, customer satisfaction
Population and sample study	180 traditional market consumers were selected by a cross-sectional sampling method from 8 traditional markets in 6 provinces from all over Indonesia.
The most prominent results	The level of implementation of the marketing mix in traditional markets is high, the component (people) is the highest in the level. Which indicates that the traders' friendship, sophistication, and honesty are still the hallmarks of traditional markets, and the (promotion) component is the lowest in level because most traders do not implement appropriate promotion, and the marketing mix of seven points, except for the product side, has a positive and unclear link with loyalty. Consumer, but still relatively weak. Consumers will continue to buy back in traditional markets and recommend that others do their shopping there as well.
The field of similarity and difference	The previous study resorted to employing marketing mix strategies in identifying the traditional consumer loyalty level, while the current study used marketing strategies in promoting tourism development, as well as the difference in the application environment and the sector, and the type and size of the sample.

2. Previous Studies in Tourism Development

Researcher and year	Schweinsberg (2009)
Study Title	Sustainable tourism development and rural community values in Australia's Forest regions
The most important objectives of the study	Evaluating the role of tourism in achieving sustainable tourism development in rural Australia by exploring new ways to assess the response of the rural community to the tourism development in their areas, and using the best methods to manage the process of change in the rural community.
Study Approach	Case study
Study variables and tools	Sustainable tourism development, societal values
Population and sample study	Several communities from rural Australia - 198 people
The most prominent results	Natural tourism is often seen as a potential economic alternative to traditional rural primitive industries because it contains few negative effects, and achieving a steady state of balance between economic returns and between protecting the environment and its natural resources in rural communities to reach sustainable tourism development.
The field of similarity and difference	The two studies were applied in the tourism sector, through the descriptive exploratory approach and by surveying the opinions of a sample that varied in number, in addition to the previous study being applied in rural areas and paying attention to its forests, while the current study focused on the city and its archaeological sites and activating its role as an economic supporter of the tourism sector.

Researcher and year	Kisi, 2019
Study Title	A Strategic Approach to Sustainable Tourism Development Using the A'WOT Hybrid Method: A Case Study of Zonguldak, Turkey
The most important objectives of the study	Addressing the development of tourism from a perspective based on economic, cultural, social and environmental sustainability, providing a strategic approach that can help in developing sustainable tourism in tourist destinations.
Study Approach	Case study
Study variables and tools	Strategic Approach, Sustainable Tourism Development
Population and sample study	Groups of experts from different backgrounds (managers of tourism and cultural organizations, owners of travel agencies, hotel managers, local managers, academics) Zonguldak, Turkey
The most prominent results	The need for sustainable tourism development has become a current issue due to the rapid growth of the tourism industry around the world and the negative effects of tourism on the social structure, natural resources and cultural values. Sustainable tourism allows to reduce the environmental impact and maximize the socio-economic benefits of tourism destinations. on her.
The field of similarity and difference	The study focused on tourism development as an approved variable, and strategic variables were employed for it, in addition to the fact that the selected sample has a tourism administrative background and has experience and knowledge in the field of tourism. The former followed the case study, and the second took the exploratory and historical approach, with the difference in the size of the sample.

3. The Second Topic / The Theoretical Side

First: Marketing Strategies

1. The Concept of Marketing Strategies

Marketing is the only export activity in the tourism sector, as it is an effective tool in building the tourism sector, with various methods, methods and marketing strategies, so employing the marketing strategy by tourism organizations is aimed at providing the targeted (guests) with high-quality products, services or knowledge at reasonable prices. And to provide an effective promotional strategy, as well as interacting with their distribution outlets, thus generating demand for their products and increasing performance (Gituma, 2017: 43), to embody its objectives for

investigation and follow-up by management by identifying, anticipating and meeting the guest's requirements profitably for what he expects and needs when resorting to it (Bahador, 2019: 1).

When you view marketing as a major management system that enables producers (goods and services) to interpret the desires, needs and desires of customers and match or exceed them, upon delivery, the function of the marketing strategy lies in determining the nature, strength, direction and interaction between the elements of the marketing mix and the environmental factors in a particular case (Daniel, 2018) Marketing is defined as a competitive plan followed by senior management supported by a set of functional activities that direct managers adopt and direct towards customers, in light of the integrated activities practiced by the members of the entire organization with the aim of establishing a profitable relationship (Hashim & Hamzah, 2014: 156).

As the researcher extracts from previous researchers' propositions of the concept of marketing strategies that they are embodied in the organization's disclosure of a development vision, for marketing objectives based on accurate analysis of data (inputs), implementation, development and processing (processes), providing high quality products (outputs), as well as seizing opportunities. And choosing marketing sectors that give it attention and distinction by studying the volume of demand, and choosing the appropriate marketing mix for each carefully selected strategy, by choosing the best alternative, especially when it adopts plans and maneuvers aimed at linking the organization with its environment, and working to ensure a quick and effective response to its environmental variables, to represent a limit. Itself is an integrated and organized strategic decision that will act as the main engines that work to sustain its competitive advantage.

From all of the above, the researcher notes that the marketing strategies are embodied in (the critical decisions taken by the organization, which determine the pattern of its behavior in the market in relation to the establishment, communication and delivery of services that provide value to customers in exchanges with the organization and thus enable the organization to achieve its specific objectives through its orientation towards the market and creativity in Under its internal and external capabilities).

2. The Importance of Marketing Strategies

The importance of having a marketing strategy for the organization is related to the existence of continuous and dangerous changes in the environment in which it operates, in which it is exposed to unexpected shocks and surprises in various marketing activities, and these shocks can be called the strategic windows that seek to close them to potential competitors before they succeed in entering its

markets through these Windows, and by identifying the main causes that lead to the opening of the strategic windows, and they are supposed to be compatible with the opposite objectives, and this means that they are an important part of the overall plan or complement it: (Doyle, 1994: 98)

- a. New Technology: It is the keys to the power of rapid change and makes the power of current leaders uneven.
- b. Segmentation of the new market: the opportunity opens for new entrants if the movement of former competitors is not active.
- c. Redefining markets: The demand for a product or service may change as a result of the development of the market towards the purchase of certain products.
- d. New distribution channels: The new market includes rapid developments in the field of distribution channels, which confuses service seekers.
- e. New legislation: it appears when governments move towards privatization or international agreements.
- f. Environmental shocks: All rapid and sudden changes in prices, interest rates, political events, etc.

3. The Dimensions of the Marketing Strategy

The researcher adopts the (Jaakkola, 2006: 53) model as a standard to be adopted and applied in the field of research due to its applicability and ease of understanding by the environment chosen to conduct the research, as below:

a. Market Orientation

The organizations' belief that the customer is always right has led to a challenge and to know what he always wants, as it is necessary for them to take into account how competitors behave, how to communicate, and coordinate the flow of information between business functions in a synergistic manner, so that these dimensions contribute to the market direction of the organization

Understanding competition is fundamental to the formation of marketing plans and strategies. The Chinese general (Sun Tzu) set his interest in knowing both the enemy and the psyche, as well as reacting sensitively to already changing conditions in the fourth century B.C. (Proctor, 2000: 12). An organization choosing between two radically different approaches in how to operate and go to the market according to two strategies (Walker, et al., 2006: 18):

Firstly, it is possible to sell what we can produce, in this case the focus is on product features, quality and price.

Second: What can be sold can be produced, in this case the focus is on the advantages of the product and the ability to satisfy the customer.

Market orientation is also an important part of contemporary marketing thinking (Noble et al., 2002: 3), as it is viewed as a variable and volatile factor, so those who put their market-oriented marketing strategy on the basis of consistency, especially the specific variables (population factor, income factor, Family factor, community factor), marketing departments set a model vision for the consumer when they plan to go to the market with their strategy, in light of the similarities, differences and rationalities among customers, and that the competing organizations interact automatically with the market, and manage the brand and relationships based on competitive advantage, add to that limited resources Robert & Shrihari, 2017: 119).

The researcher considers orientation towards the market "a continuous monitoring process for the organization's management of the needs and requests of the customer, in light of its adoption of the vision of obtaining the customer's satisfaction and raising its value through communication and exchange of information and opinions, as a main feed to build its orientation towards the market, as well as discussing its position through the strengths and weaknesses of the nearest Its competitors in the market, "and that any monitoring of the current and expected consumer consumption trends by the organization with awareness and monitoring of general trends will make it more able to invest data and monitoring information, research and studies on the customer's orientation, which will be reflected in the speed of its decision and objectives, and build a solid base for the plan to go to the market.

b. Orientation towards Creativity

Creativity is one of the most important types of organizational change, as it leads to continuous production of developed goods and services that build value for customers and profitability for the organization, and it is perhaps one of the most important methods of evaluating the effectiveness of the organization by measuring the rate or speed of its introduction of new products to the market, and such activities are a function. Creativity is within it, creativity is an activity aimed at implementing an idea developed within the organization, or borrowed from outside, whether it is related to a product, method, system, process, policy, or service, and it appears in the form of a new idea for the organization, so the first and early use For one of the ideas by the

organization, as a result of environmental pressure, it plays a vital role in providing the necessary climate and capabilities for creativity (such as flexibility in management, organizational climate, trust, cooperative team spirituality, creative behavior), so preparing the appropriate environment for creativity becomes necessary to encourage the presentation of creative ideas, the most prominent factors Which encourages creative initiatives (Richard & Barnet, 2004: 257).

- Allowing the room to take precedence, take risks and bear the consequences of failure.
- Supporting channels of communication open to the internal and external environment of the organization.
- Tolerance of the different personality styles of workers and acceptance and understanding of their reality.
- Granting workers freedom to interact with each other, setting their administrative goals, and granting them individual independence.
- Allocating appreciation awards to creators and their achievements.
- F - Employing various technical and administrative methods to encourage creativity among workers, such as brainstorming sessions, workshops, and suggestion boxes.

The researcher believes that the procedural definition of the orientation towards creativity is "creating new and great value for customers and organizations through the creative change of one or more dimensions of business and activities, in light of the ability to present a change in content and methods of accomplishing tasks more than its competitors."

c. Internal Capabilities

Some researchers argue about the neoclassical theory of competition, as the theory supports the point of view of resources as a source of competitive advantage when presenting "factors of production" as being homogeneous and interacting within the organization's production processes. Therefore, innovation, quality or price offers between organizations cannot be relied upon only, so the need for A more dynamic theory (resource-based vision and the theory of comparative advantage of competition) to be the basis for building marketing strategies, as the organization's internal resources are treated as a force that can be invested when formulating the strategy and obtaining a market position superior to its competitors (Hunt & Lambe, 2001: 29).

Capacity refers to the organization's skills in coordinating its resources and its production situation, as it lies in the organizational rules, usual methods of work, and procedures, as well as the style and method adopted by it at the level of (decision-making, internal processes, flexible

organizational structure, control systems, values and norms) Culture, distinct capabilities, resources, strategy, leadership style), as they are by their nature intangible, and lie in the way in which individuals interact and cooperate and make decisions within them, as (Hitt et al., 2007: 72) emphasizes the new image, resources, and capabilities. And the core potentials in the internal environment of the organization have a relatively stronger impact on its performance than the external environment conditions, and the most influential organizations, their core potentials will be high and achieve above average returns, so they proceed to produce if they match their intrinsic capabilities with the identified opportunities.

From all of the above, a procedural concept can be adopted that expresses the internal capabilities from the viewpoint of the researcher, embodied in the "ability of the organization to possess financial, human, material, information and knowledge resources, and to manage operations and production, and to manage marketing, and procurement with more efficiency than its closest competitors, thus establishing a market position that cannot be simulated Or its imitation, which makes it in a comfortable strategic competition thanks to the vision of its management and coordination between those resources and capabilities."

d. External Capabilities

External capabilities link all organizational processes and capabilities with the external environment and enable business organizations to compete, especially by anticipating market requirements before their competitors and thus establishing permanent relationships with customers and other shareholders, as they are greatly emphasized internally and reveals what they are good at and are able to do from the tasks And activities, through the unification of its external and internal capabilities, and that the organization's ability to provide the requirements for its survival and expansion through continuous development, change and renewal, and in a way that distinguishes the products it offers to its customers from its competitors.

(Day, 1994: 8) proposes that organizations become more market-oriented by identifying and building their own external capabilities that drive them in the market distinct from each other, as they often need to possess a little talented human resource, in addition to their other capabilities that connect them to Excellence, competition and success in the end through (sensing the market, communicating with customers, channels of cohesion and interdependence, monitoring technology), as organizations are affected by political and legal factors, economic factors, sociocultural factors, and technological factors, as well as the ability of the organization to analyze the market and the size

of the current market The potential, trends, customers, and market segmentation according to customer type, and distribution channels.

The researcher sees the external capabilities that the organization seeks when it goes to formulate its marketing strategies, which lie in “all the relationships that the organization establishes and maintains with its customers in a way that enhances bonding with them, increases their cohesion with them, and shows their loyalty and satisfaction with its brand, as well as its monitoring of new technology and its inclusion in its production lines, Proactively, thanks to its ability to sense the market and monitor competitors carefully and carefully.

Second: Tourism Development of Archaeological Sites

1. The Concept of Archaeological Sites

(Feilden, 1994: 11) defines archaeological sites as "those buildings that make us admired and excite us to learn more about the cultures of the people who inhabited them, and carry aesthetic, historical, architectural or archaeological values, whether cultural, economic, social or political." Archaeological sites are of archaeological sites of historical value, and their importance is related to the establishment of this site that gives a sense of splendour and increases the desire to know the culture that created that creativity, due to the aesthetic, historical, political and symbolic values it shows. The architectural and cultural value of the rest of the parts of the city and narrate the history of the city as a result of its association with events, people or activities in specific historical periods.

From the researcher's point of view, the concept is embodied by all the sites that represent a historical stage of one of the ancient civilizations, whose existence has passed more than (200) years, and which has a story of a civilization, a society, or a people, whether or not they inhabit those sites, and its traces or part of them still remain until now. It makes it a tourist destination, or a course for studying antiquities, or historical knowledge of that site, and through it the organizations responsible for it can invest it economically, socially and culturally, to be an attraction for tourism and the establishment of festivals.

2. The Concept of Development and its Relationship to Tourism

Development is defined as a set of activities and events aimed at satisfying human needs, directly or indirectly, by investing available tourism resources, in a way that secures an escalating

pace of growth and is part of a comprehensive development plan in which the public and private sectors participate, largely in certain parts of the project. Tourist (Robert, 1995: 350).

The government provides infrastructure services such as water, transportation, etc., and the private sector provides the superstructures such as restaurants, hotels, etc. The tourism industry is one of the fastest growing industries in the world, so it is now trying to move towards sustainable and responsible practices (Font et al., 2006: 53), while tourism is an industry. It is indispensable, promotes economic and social development, has a positive effect on employment, total revenues and production, and may have negative impacts on the environment (Fossati & Panella, 2000: 73). If not properly planned and managed, permanent damage may occur to the physical, social, cultural and economic environment of the destination (Dwyer & Edwards, 2010: 23).

The focus on sustainable tourism has become an important issue, for reasons especially when the disruption of the environmental balance as a result (global warming, loss of social values, and failure to preserve natural, historical, social and cultural assets) has been considered an important and necessary factor in making sustainable tourism (Kisi, 2019): 1).

Tourism development must ensure the optimal use of environmental resources, respect for the social and cultural characteristics of local communities, while providing social and economic benefit to stakeholders (UNEP / WTO, 2005: 10), as the goal of sustainable tourism development is "to influence economic health and self-well-being. For local residents, nature, protection of resources, healthy culture, optimal satisfaction of the requirements of the guests." (Muller, 1994: 132). The researcher believes that tourism development is embodied in "all forms of activities, management and development of tourism that maintain the natural, economic and social integrity of the host community and the target archaeological sites and ensure the preservation of natural and cultural resources."

3. Importance and Objectives of Tourism Development

Tourism development contributes significantly to comprehensive development and on a large scale, in addition to generating more opportunities for the target society, innovative policies and programs that promote sustainable development goals are necessary to meet the challenges, threats and risks facing the future of tourism, and ensure that this sector in countries remains able to compete and sustain (Kim et al., 2018: 11), and the importance of tourism development can be through the goals it seeks to achieve, as tourism development has a set of direct and indirect economic impacts as

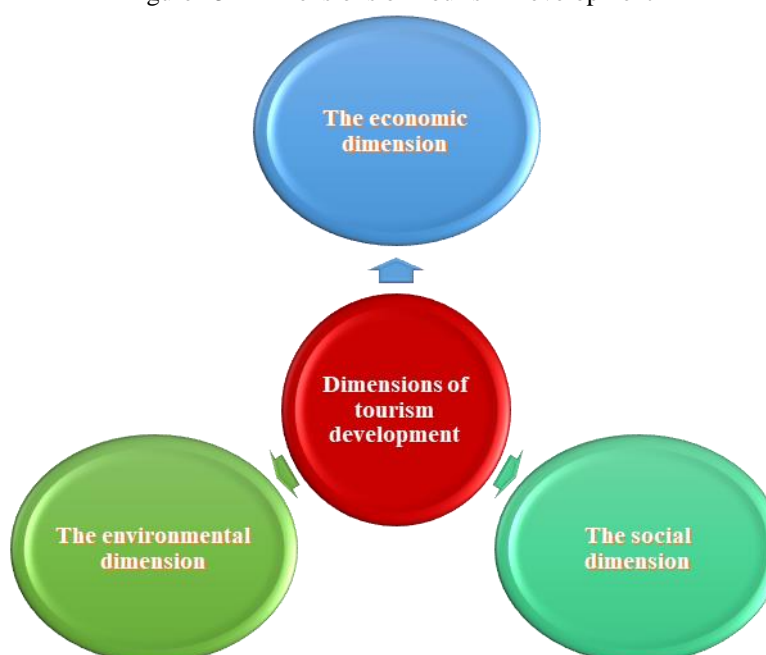
well as social, cultural and environmental impacts (Middletin & Hakins, 1998: 98). Tourism development goals and the benefits that can be achieved: (Tubb, 2003: 477):

- It contributes to improving the tourist experience as a result of frequent visits and improving the life of the host community and the natural environment.
- It helps to sustain tourism, natural resources, tourist sites and different cultures.
- Contributes to achieving a balance between the needs of tourists, tour operators, host communities and the environment.

4. Dimensions of Sustainable Tourism Development

The literature presentation on the dimensions of tourism development varies according to the different points of view from one writer to another, as Kreg (1988: 3) indicates that the interests that arise from each of the dimensions are completely different from the other, and Gronau & Kaufmann, 2009: 86 He pointed out that there are three main dimensions that achieve tourism development, that tourism development is development that does not focus on the environmental aspect only, but also includes economic and social aspects, that is, it is development in three dimensions, interrelated and intertwined with each other, and each dimension consists of a group of elements, as shown In the figure below:

Figure 15 - Dimensions of Tourism Development



4. The Third Topic / The Practical Side of the Research

First: Testing and Analyzing the Correlation Relationship

The first main hypothesis of the study concerned with verifying the correlation relationship between the two main research variables was formulated, and it was as follows (there is a positive direct correlation relationship with a significant significance between marketing strategies and their dimensions with tourism development and its dimensions), as Table (1) shows positive correlation relations according to the following:

Table 1 - Matrix of Correlation between Marketing Strategies and Tourism Development

Variables	Economic Dimension	Social Dimension	Environmental Dimension	Tourism Development
Toward The Market	0.522**	0.119	0.045	0.326**
	0.000	0.297	0.692	0.003
	79	79	79	79
Orientation Towards Creativity	0.389**	0.101	0.051	0.241*
	0.000	0.377	0.657	0.033
	79	79	79	79
Internal Capabilities	0.264*	0.029	0.043	0.139
	0.019	0.803	0.710	0.223
	79	79	79	79
External Capabilities	0.476**	0.031	0.038	0.260*
	0.000	0.783	0.742	0.021
	79	79	79	79
Marketing Strategies	0.485**	0.082	0.053	0.283*
	0.000	0.474	0.643	0.012
	79	79	79	79

a. The Relationship of the Dimension of Market Orientation with Tourism Development and its Dimensions

The orientation towards the market achieved a direct moral link with the tourism development and its three dimensions, i.e. 50% of the relations, and the strongest of these relations was with the economic dimension (0.522 **) and with a moral level (0.000), which indicates any increased interest by the authority and its archaeological sites. Heritage in the orientation towards the tourism market is

a single unit of interest that will necessarily lead to an increase in automatic interest in the economic dimension in a strong way, but at the level of other dimensions and the dependent variable, the increase in the authority's interest in directing it towards the market may lead to an increase in interest in tourism development in general, and by the same amount of coefficient. The direct correlation (0.326 **) is the average at the level of significance (0.003), while the relationship of orientation towards the tourism market with the social dimension and the environmental dimension was not significant, as the correlation of the trend with the social dimension (0.119) was at the level of significance (0.297), which is greater than the level of The significance level is (0.05), and with the environmental dimension (0.045) and with the significant level (0.692). In general, he accepts the first sub-hypothesis of the first main research hypothesis (the orientation towards the market is linked with the tourism development and its dimensions are directly related to the moral)

b. The Relationship of the Trend Towards Creativity with Tourism Development and its Dimensions

The trend towards creativity achieved a direct moral link with the tourism development and its three dimensions, i.e. 50% of the relations, so the strongest of these relations was with the economic dimension (0.389 **) and with a moral level (0.000), which indicates any increased interest by the authority and its archaeological sites. Heritage in the orientation towards tourism innovation as a single unit of interest will necessarily lead to an increase in automatic interest in the economic dimension in a medium way, but at the level of other dimensions and the dependent variable, the increase in the authority's interest in directing it towards creativity in the field of tourism service will lead to an increase in interest in tourism development as a whole. With the same amount of the weak coefficient of direct correlation (0.241 *) at the level of significance (0.033), while the relationship of the orientation towards tourism creativity with the social dimension and the environmental dimension was not significant, as the correlation of the trend with the social dimension (0.101) was at the level of significance (0.377). Greater than the level of significance (0.05), and with the environmental dimension (0.051) and the level of significance (0.657), as the researcher notes that the values of the correlation coefficients at a significant level are less than the level of significance (0.05) to direct towards creativity with The economic dimension and with tourism development in general, and therefore accept the second sub-hypothesis of the first major research hypothesis (the trend towards creativity is linked with tourism development and its dimensions are directly related to a moral).

c. The Relationship between Marketing Strategies and Tourism Development and its Dimensions

Overall, the marketing strategies achieved my relationship with a direct moral correlation with tourism development and its three dimensions, i.e. 50% of the relations. The strongest of these relations was with the economic dimension (0.485 **) and with a moral level (0.000), which indicates any increased interest by the authority and its archaeological sites. And heritage in promoting its tourism marketing strategies as a single unit of interest that will necessarily lead to an increase in automatic interest in the economic dimension in a medium way, but at the level of other dimensions and the dependent variable, the increased interest by the authority may lead to the adoption of marketing strategies in the field of tourism service, it will lead to an increase in interest in tourism development as a whole. And with the same amount of the weak coefficient of direct correlation (0.283 *) at the level of significance (0.012), while the relationship of marketing strategies overall with the social dimension and the environmental dimension was not significant, as its correlation with the social dimension was (0.082) at the level of significance (0.474), which is greater than The level of significance is (0.05), and with the environmental dimension (0.053) and the level of significance (0.643), as the researcher notes that the values of the correlation coefficients at a significant level are less than the level of The moral (0.05) for marketing strategies with the economic dimension and with the tourism development in general, and therefore accepting the first main research hypothesis (the orientation towards innovation is linked with tourism development and its dimensions are directly related to the moral).

Second: Testing and Analyzing Influence Relationships

Test the impact of the combined dimensions of the marketing strategies on tourism development:

The researcher resorted to multiple regression in a (backward) manner, with the aim of identifying any dimensions of marketing strategies represented by (market orientation, innovation orientation, internal capabilities, external capabilities) and an impact on tourism development, and as shown by the results of Table (2):

- a. The effect was determined by the market orientation exclusively in the model work, with the value of the standard marginal slope (0.326) and the significant level (0.003), which is less than the level of significance (0.05), and the calculated value of (T) (3.026).

- b. In addition to the lack of influence of the other dimensions (orientation towards creativity, internal capabilities, external capabilities), as the value of the standard marginal inclination was (0.022, -0.078, 0.097) respectively, and with a significant level (0.904, 0.589, 0.516) respectively, and the value of (T) calculated (0.121, -0.542, 0.653) which is less than its tabular value (1.96).
- c. While the model correlation coefficient was (0.326), the value of the multiple regression coefficient (0.106), the value of (F) calculated for the model (9.159), and the value of the modified interpretation coefficient (0.095), which indicates that the market orientation explains (9.5%) of the changes That occur in tourism development, noting that the value of the test (DW = 2.213), while the value of the constant was (2.958), at the level of significance (0.000), and the value of (T) calculated (9.065 ').

$$\text{Tourism development (Y)} = 2.958 + 0.326 * (\text{market orientation})$$

As the researcher notes the tendency of the Antiquities and Heritage Authority to employ the orientation towards the tourism market mainly when it seeks to make a positive improvement in tourism development, while disrupting the other dimensions represented by the orientation towards creativity, internal capabilities, and external capabilities, from a real point of view produced by the inferential statistical analysis that the marketing strategies Actually applied in the authority is reflected in directing towards the market in real without relying on other marketing strategies.

Table 2 - The Multiple Impact of the Dimensions of Marketing Strategies on Tourism Development

Sample	Moral	T value	Standard Dv.	Impact factor	Independent		Dependent
79		3.026	0.082	0.326	Orientation towards market	→	Tourism development
		0.121	0.086	0.022	Orientation towards creativity	→	
		-0.542	0.083	-0.078	Internal capabilities	→	
		0.653	0.084	0.097	External capabilities	→	
AR ²	R ²	R	α	Sig		F	
.095	.106	.326	2.958	0.003		9.159	
DF (1,77,78)			T=9.065		D.W (2.213)		

5. The Fourth Topic / Conclusions and Recommendations

First: The Conclusions

1. It is clear to the researcher that the Antiquities, Heritage and Tourism Sites Authority affiliated with it has adopted a policy of attracting a workforce that assigns its tasks and duties to the male type, with experience, skill and university achievement while relying on some technical positions to those with accumulated experience and in a way that contributes to the development of tourism, and according to the adoption of appropriate marketing strategies.
2. The tendency of the Antiquities and Heritage Authority to support its marketing strategies through the orientation towards the tourism market appears. It supports this trend by quickly adapting it to the competitive procedures determined by its top management.
3. The Antiquities, Heritage and Tourism Sites Authority adopts an orientation towards creativity, through which it supports its marketing strategies by practicing all new creative procedures and systems in a way that distinguishes it from its competitors, but its ability to introduce creative changes in its business methods is still below ambition.
4. The Authority of Antiquities, Heritage and Tourism Sites affiliated to it has internal capabilities, stemming from the efficient and effective human resource in its functional performance and experienced operations. However, it has not continuously upgraded the capabilities of the Tourism Marketing Department, which determined its contribution to the Authority's marketing strategies as a whole.
5. The Heritage and Antiquities Authority and its affiliated tourist sites have shown interest in the economic aspect and in a way that contributes to tourism development, in light of its implementation of economic sustainability criteria that develops the economic return on its individuals, customers and society, as well as allocating part of this revenue in developing its tourism products and giving it the priority of excellence On the expectations of her customers.
6. The Heritage and Antiquities Authority and its tourism sites focus on the social dimension, when it aims to promote tourism development, particularly through its application of legal standards and legislation issued by the government in the field of protecting heritage and archaeological buildings and sites, as well as taking into consideration the results of possible errors due to the limited commitment of its members to standards Tourism work, and

resorting to continuous substantial improvements that support economic indicators, in a way that brings social benefits to the various classes of society.

7. The Antiquities and Heritage and Tourism Sites Authority affiliated to it shows a remarkable interest in the environmental dimension, by adopting the necessary standards that limit pollution to the environment of archaeological and heritage sites, and developing an awareness policy that takes into account the environmental conditions in all aspects of the sites, as well as raising the level of the control aspects of the environment, and preservation. On the cultural and architectural heritage that contributes to improving tourism development.
8. The Heritage and Antiquities Authority has shown remarkable importance in tourism development, and has strengthened its interest in it by employing marketing strategies, particularly through its market orientation and reliance on its external capabilities and the orientation towards creativity in a limited way, without relying on its internal capabilities.

Second: Recommendations

1. The Antiquities, Heritage and Tourism Sites Authority should attract a workforce and an orientation that belongs to the type of service required by the overall strategic orientation through attracting competencies and talents from colleges and institutes of specialization without regard to gender, as well as opening the doors to attract holders of higher degrees in the specialty. Tourism and Antiquities Administration.
2. The Antiquities, Heritage and Tourism Sites Authority affiliated with it should pay more attention to the market orientation, because of its impact on the marketing strategies it adopts through the following mechanisms:
 - a. Regularly review the methods and methods of evaluating site services, depending on the customer's point of view.
 - b. Holding periodic meetings and workshops concerned with studying the strengths and weaknesses of the authority and its competitors in light of the opportunities and threats in the tourism environment.
 - c. Reconsidering the methods of formulating the Authority's strategies at the macro and site levels regarding the strategic direction of site management and the marketing method followed.

- d. Dr. Adaptation of the authority's structures and strategies to the requirements of the competitive environment and the market needs.
3. The necessity of the authority's additional interest in its orientation towards creativity in a way that contributes to improving the level of its marketing strategies, by adopting the following mechanisms:
 - a. Adopting innovation and change and introducing creative and innovative tourism products, as well as choosing methods of permitting work that look at time, costs, quality and reduce response time.
 - b. Adherence to work methods and procedures that encourage creativity, and to develop codes that encourage the provision of innovative services that distinguish the Authority from others, and are rewarded with moral and material programs carefully directed according to the return on the tourism product provided by the members of the Authority and its locations.
 4. The Antiquities, Heritage and Tourism Sites Authority should focus on its internal capabilities, enhance its strengths and reduce the negative aspects, as it has a role in improving the authority's marketing strategies through the following mechanisms:
 - a. Continuously enhancing the performance of the Tourism Marketing Department at the authority and its affiliated sites by opening up to universities, institutes and consulting offices.
 - b. Supporting the authority's financial management and monitoring financial amounts to preserve and maintain sites and buildings.
 - c. Giving more attention to the human body's resources through its maintenance and preservation of efficient training and development programs, and making its job performance compatible with the required tasks and operations.
 5. It is imperative that the Authority of Antiquities, Heritage and Tourism Sites affiliated to it give additional attention to improving the level of its external capabilities because of its great role in promoting the marketing strategies that the Authority targets and adopts regularly.
 6. The Antiquities, Heritage and Tourism Sites Authority shall make additional efforts to upgrade the economic dimension, especially when it tries to achieve tourism development by allocating part of the revenues in developing current services, as well as renewing and changing services that simulate.

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