



THE IMAGE OF DESTINATION AS A MARKETING TOOL AND IMPACT ON THE QUALITY OF TOURISM SERVICES AN EXPLORATORY STUDY OF OPINIONS OF A SAMPLE OF TOURISTS IN RESORT OF LOWER DOKAN DAM

Suzan Ameer Kareem Al-Zahawi

Ministry of Higher Education & Scientific Research, of Al-Mustansiriyah University, Baghdad, Iraq. College of Tourism Sciences Tourism Department, **Email:** suzanameer97@gmail.com

Dr. Muthanna Alobaidi

Ministry of Higher Education Scientific Research College of Tourism Sciences Mustansiriyah University, Baghdad, Iraq, **Email:** muthanna.alobaidi@uomustansiriyah.edu.iq

Article history:	Abstract:
Received: 24 th May 2023 Accepted: 20 th June 2023 Published: 24 th July 2023	The study aims to demonstrate , importance image of destination(IOD) as a marketing tool independent variable that includes , its impact on quality of tourism services(IOQT) includes five dimensions represented by (reliability, responsiveness, guarantee, sympathy, tangibility) as variable accredited , standing on importance of (IOD) as a marketing tool in tourism and hospitality sector in iraq, diagnosed problem of study in weakness of cognitive , field perception , lack of information , marketing methods that are related at (IOD), the study adopted descriptive, analytical, exploratory approach used questionnaire as a main tool in collecting information, data collected data through a sample of (282) guests , visitors of the Dolan dam tourist resort were selected randomly, and a number of statistical measures and methods were used to process data. Tourist services

Keywords: destination image (di) as a marketing tool, quality of tourism services (got).

• INTERDICTION

The tourism sector suffers from intense competition between companies Marketing organizations do not focus on the characteristics of tourism products in the tourist destination area that match the tourist's desires , Utilizing regulatory mix theory, this study provides insight to Than It leads to the destination image products lacking differentiation Improving mental and service image of salesman and serviceman is one of essential points aim to enhance the image of organization, including tourism business organizations, this contributes to improving the image of organization, which is characterized by reliability, flexibility , sobriety based on trust, which is reflected in improvement of tourism service in long run.

1. METHODOLOGY FOR RESEARCH

1-1:The Study Problem

The tourism sector suffers from intense competition between companies Marketing organizations do not focus on characteristics of tourism products in the tourist destination area that match the tourist's desires leads to destination image(DI) products lacking differentiation, \ thus poor marketing mix and guest loyalty And through the field visit to the Duran Dam resort, as well as exchange of ideas and discussions SO, the problem of field study was diagnosed in the

lack of cognitive , field awareness and the scarcity of marketing ideas that are related to the marketing of the tourist destination and its impact on loyalty of the guest in the Dokan Dam Resort as one of most important tourist recreational sites in Sulaymaniyah Governorate..

1-2: Importance of The Study

The importance of the study is derived from its main variables as it plays a vital role in embodying the actual reality of tourism system, which is represented by image of destination and its impact on the intentions and loyalty of tourists, So, the importance of the study can be summarized as follows:

- The Importance of The Vocabulary Included in Basic Variables of Study, which is an Added Scientific Richness to Iraqi Library in the Field of (Di), Tourist Behavior, Quality of Tourism Services,
- Through Which the Capabilities of Organizations, Companies Can Be Developed in Increasing Interest in The Destination Image of The Tourist Place.
- Find Solutions to Problems That the Iraqi Tourism Sector Suffers From, Most Prominent of Which Is the Intense Competition.
- This Study Is First in Field of Image of Destination in The Dokan Dam Tourist Resort, as Far as Researcher Knows



1-3: Aim Study

- Develop a conceptual model using data to be collected from tourists visiting the destination area.
- The study works on diagnosing the characteristics of destination area that are compatible with the desires of tourists and assessing the extent of their potential effects on relationships under study.
- The study is concerned with evaluating the impact of tourist destination image - especially with regard to service quality and satisfaction - on future behavior of tourists through use of structural equation modeling.

1-4: Study Hypotheses

The hypotheses of the study are formulated according to the hypothetical research model and the objectives of the study and in accordance with the theoretical references for each of the image of the destination as a marketing means quality of tourism services, which will be subject to testing, analysis and statistical treatment, and then the validity of the hypotheses will be proven or not, as follows:

a1: There is a statistically significant effect of image of the destination as a marketing tool on quality of tourism services.

2- LITERATURE REVIEW

2-1: Concept Destination Image as A Marketing Tool

The studies that distinguished between concept of image of organization, image of product, and the image of the brand are among important studies in field of marketing, which were adopted since the seventies of last century in the first studies of the concept of the image of tourist destination, similar to study (Gun, 1972: Hunt, 1975) (Di Marin, 2008; 3). (Stabler, 1988;133) indicated that the image of destination consists of a group of ideas or mental concepts are generated individually or collectively in relation to the destination. Which tries to process , break down huge amounts of data (Kotler, Haider, & Rein, 1993; 8). As a concept, intended image is a set of beliefs, ideas, impressions that a person holds about a place (Kotler et al.). Individuals may have images of a tourist destination whether they travel to it or not, the intended image may be vague, realistic, or strange (Alhemoud & Armstrong, 1996; 70), as different people carry very different images regarding same place, as it is a personal perception of a place that can differ from person to person (Kilter et al). and sees (Levitt, 1986:1) marketing of a destination image is the starting point for successful tourism marketing because the images , expectations of the travel experiences possessed by potential visitors link ideas

to specific destinations tightly. The image of destination determines the strengths and weaknesses that the tourist sees in relation to a particular destination (Joppe, Martin, & Waalen, 2001;252).,And It is a collection of accumulations related to travel experiences are summarized in intended way, as they represent an element of tourists' thinking as a result of attitudes and impressions of the site.

2-2: Destination Image Elements

Interest in image of the destination began in our time, it is assumed customers have correct images about many things and that information is clear, the information that formed in minds may be certain images, as it is difficult to change these images decisively in circumstances Ordinary. (Ahmed, 308: 2004)

- **Cognitive Element:** Through it, the tourist realizes information about the destination around it through communication processes in its various forms, and through it he can realize a certain idea or impression of the specific destination (Al-Maqati, 2008: 308). Destination attributes based on his knowledge, feelings, and perceptions of faces (Moutinho, 1987;5).

- **Perceptual Element :**It is a process on basis of which the tourist processes information and evaluates the external stimuli that come to him through the senses and determines the method of responding to these stimuli.(Shehabi, 2002: 308).

- **Behavioral Element :**It reflects the behavior of the tourist when making decisions related to choosing a tourist destination, behavioral image is mainly composed of cognitive and emotional components, because there is a direct relationship between them the components of behavior , The Behavioral Image that is developed through the cognitive stage and evaluated during emotional stage(Hou, 2017; 6837). As for (Beerli, A, 2004), the behavioral element is a specific response that is related to the quality of the formed image, expresses it, and is linked to behavior.

2-3: The Importance Of Destination Image Tourism Marketing

The importance of destination image as a marketing tool stems from influence On destination choice , consumer behavior on a large scale. An understanding of tourism image is critical to positioning differentiation. The marketing value of an image is that it allows an intangible product, such as a destination, to position itself against competitors. Demand, tourists have visions of an ideal location in minds, which leads them to choose place that promises to give them greatest satisfaction. (TO)are



more inclined to choose , place with the best picture. As a result, the image is important in destination selection process (Farmaki, 2012;2). In increasingly competitive market, destination marketers must gain a greater understanding of , nature of images carried by both individuals and businesses in order to build more positive brand images thus enhance destination attractiveness (Hankinson, 2004;6). In addition, external , internal characteristics that contribute to educating visitor separate elements of image evaluation between places that compete for tourism decision-making behavior.(Ruan, 2017, 1501). And (Sonmez & Sirakaya, 2002, 185) indicated that positive image of destination attracts tourist awareness , makes destination more competitive compared to others possibilities, given that image of the destination is a strong motive behind recreational travel, so success , failure of developing Tourism in relation to many destinations around world depends greatly on the images of those destinations kept by potential tourists , how effectively those images are managed by local governments and tourism planners. Without a successful marketing destination image, place will not have ability to attract people to maintain tourism competition. Moreover, Destination Image is created from a variety of information sources, including direct experience, media messages, targeted promotional efforts by network of organizations involved in image-building process (Kiryluk, 2015;671).

2-4:Quality Of (TS)

• Concept Of Quality Of (TS)

Organizations In Field Of Providing Services Facing Increasing Competition, Marketing Department Has Placed This Case As A Center Of Its Attention. The Tourism hotel organization seeks to provide services with high quality in order to achieve required merit achieve satisfaction , satisfaction from them to guest through their awareness of them. service quality can be defined as "The Extent Of Conformity What Service Provides To The Guest, In Light Of Expectations, Is What He Is Supposed To Get From It." service quality management should focus on employee performance associated with difficult-to-measure quality dimensions (al-naimi et al., 2016:55). that concept of quality of services is more difficult in terms of measuring quality with manufactured goods, given that thing that is measured is characterized by abstraction , not by the material characteristic , does not make characteristic of permanence, it is related to subjective , psychological factors, quality of service was also described as a criterion for level of conformity is actual performance of service with expectations her

guest(parasuraman et al, 1985:42).finally he sees(alobaidi, 2019; 2902) most tourism services have high experience features , can only be evaluated after receiving service or during its consumption.

2-4: Dimensions Of Quality Of (TS)

The Dimensions Of Quality Of (TS) Will Be Presented According To Opinions Of A Sample Of Writers And Researchers:

- **Reliability** : mean reliability degree of confidence of guest in (TO) that provides him with the services Then , extent of reliance on obtaining services he expects, or perhaps exceeding those expectations, he relies on them believes that they will be distinguished, on time with a high degree of workmanship, as well as extent of the accompanying facilities to obtain these services and their credibility The presented product (Abdul Qader,219-218: 2012).

- **Response (Responsiveness)**:It represents ability of (TO) to provide the required services, which meet the needs, desires, and expectations of the guests, as the commitment to time , performance is exactly as the organization promised previously (Imam, 2003: 213), which is the organization's desire , willingness to help its guests, receive complaints and suggestions, provide quick solutions, and address problems. Accompanying process of providing services by providers(Ivan, 2013:88).

- **Guarantee or security(Security)**:It represents the ability and knowledge of workers to provide the service, it is highest degree of safety by the service providers, meaning is the service provider a high degree of trust? How Reliable Is It? And what is the extent of commitment to promises he made to himself in providing services? (Imam, 2003: 215).

- **Empathy And Courtesy(Empathy)**:It is ability of the service provider to identify needs of the guests and take care of them, provide them with full care, it can be in the time it takes to understand the needs of the guests and feel them, what is the extent of sympathy for these problems, speed up their solution and provide satisfactory services to them, as well as personal attention to guest and meet their requirements personality (Atrophy, 165: 2008).

- **Concreteness Or Embodiment Tangible**: Utilizing process of focusing on the material aspects accompanying process of providing the service. The service may be provided by guest through characteristics , formal features accompanying provision of the service, such as physical facilities such as devices equipment, means of communication, etc., includes the appearance of facilities, physical equipment human resources, in addition to buildings



and facilities, As well as external appearance of those who provide the service, as well as appropriate waiting reception places, and this is a psychological dimension that affects return same service provider in subsequent visits, affects the organization's attractiveness to their guests, and reflects its internal organization (Tuman, 87: 2020).

2-5: Results And Discussion

Table 1 Tests of validity reliability and internal consistency

Test Results} { KXO) Variants	Scale value KXO
Destination image as a marketing tool	0.918
quality of tourism services	0.793
Scale values all of them More than (0.500), which confirms the possibility of application Confirmative factor analysis method Based on the data obtained from the answers of the studied sample with high efficiency	interpretation

KXO:abbreviated} The Kaiser - Xeyer - Olin Measure {

Source: According to Results of Program SPSS v29. Testing constructive affirmative validity of destination image as a marketing tool For the quality of tourism services: The style must be applied Confirmative factor analysis is the sample size The studied method is suitable for its application, starting from finding the value of the scale (KXO)As document Table (1)that Valuable Statistical treatment scale (KXO(to image the destination as a marketing tool hit(0.918) as it reached Valuable Statistical treatment scale (KXOfor the quality of tourism services0.793) And all this results were higher than (0.500) including Confirms Possibility of application Statistical processing method Confirmative factor

2-5-1: Tests of validity reliability and internal consistency

indicated in table (1).that the value of the scale(KXO)From the study data, the analysis data showed that the size of the studied sample is sufficient to apply the confirmatory factor analysis method with high efficiency. **This can be shown as in (Table 1)**

analysis Based on the data obtained from the answers of the studied sample with high efficiency. The second stage of application steps Confirmative factor analysis method require There are significant correlations between paragraph sexist in within Destination image as a marketing tool among the selves, as required There are significant correlations between Paragraphs within the quality of tourism services among the selves From a test (Bartlett Test) so it will be Statistical test resultmoralewhen the value of (Chi-Square) calculated for the test positive (morale And as documented in Table (2) that follows.

Table (2)Morale and As Documented In That Follows

probability values.	valueCalculated Chi-Square	variants
0.000	4198.06	Destination image as a marketing tool
0.000	2996.59	quality of tourism services
All The test data were significant Which documents the existence of significant correlations between Paragraphs within the independent variable and within the dependent variable.		interpretation

Source: By Researcher According To Results Of program SPSS V29

• Confirmative test

The purpose of the test application Affirmative constructive honesty via Emphasizing factor analysis on destination image paragraphs as a marketing tool It is proven that paragraphs eighteen assigned to

variable Independent The image of destination as a marketing tool is well represented twenty paragraphs devoted to the dependent variable represent quality of tourism services Good representation The four items dedicated to tangibility are well represented, four

items devoted to credibility are well represented, three items devoted to response are well represented, five items devoted to trust are well represented, and four items devoted to sympathy are well represented. As for proving that questionnaire with its paragraphs can be applied to the studied sample with high efficiency,

the researcher will adopt on Indicators of quality of model matching which Complete picture is given of the extent to which the model As, whole matches study data. (Tigza: 2012, 242).results of the application of factor analysis method assertive on study data via data Statistical analysis

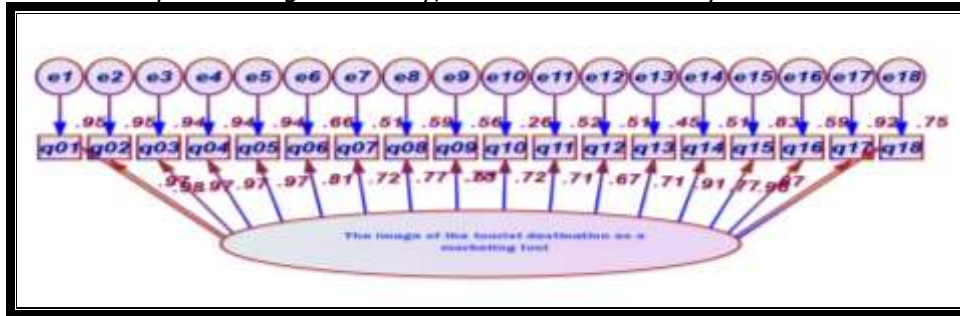
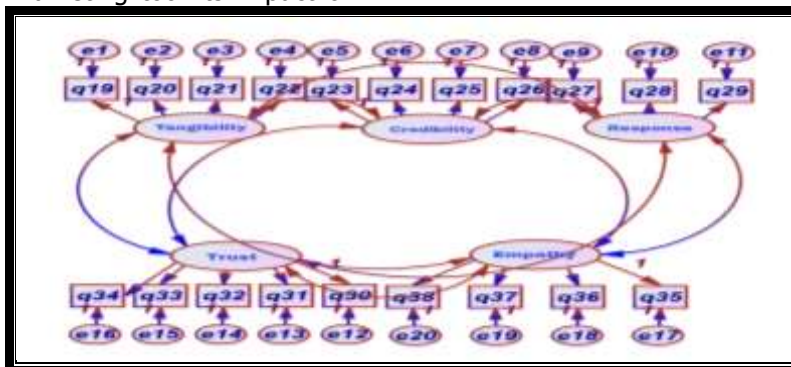


Fig. (1) Confirmative Factor Analysis Chart Image Of Destination As A Marketing Method According To Data Of Statistical Program Axons V29

This confirms validity of representation of questionnaire paragraphs for subject of study (Destination image as a marketing tool its impact on

quality of tourism services) Good representation, And as documented in Figure (1) Ether the Figure (2)



The FIG, (2) factor analysis quality of (TS) According to data of statistical program V29 AXOs

According To Above Table, (three items devoted to response are well represented, the five items devoted to trust are well represented, and the four items devoted to sympathy are well represented. As for proving that the question with its paragraphs can be applied to the studied sample with high efficiency, the researcher will adopt on Indicators of quality of model matching which A complete picture is given of the extent to which the model as a whole matches the study data. (Tisza: 2012, 242).The results of applying the factorial analysis method assertive on the study data via data Statistical analysis program AXOs The twenty-ninth edition were all significant, which confirms the fulfillment of the condition of truth fullness in the paragraphs of the questionnaire. This

confirms the validity of the representation of the questionnaire paragraphs for the subject of the study (Destination image as a marketing tool and its impact on the quality of tourism services) Good representation whole matches the study data. (Tigza: 2012, 242) . And as documented in Figure (1) & (2)Wall Table (3):

The results of the application factor analysis method assertive on study data via data Statistical analysis program (AXOs twenty-ninth) edition were all significant, which confirms fulfillment of condition of truthfulness in the paragraphs of questionnaire. This confirms the validity of representation of questionnaire paragraphs for subject of study (Destination image as a marketing tool and its impact on the quality of tourism services) Good representation.

Table (3) detriment Data of quality indicators of model to measure the validity



Researcher comment	Acceptance criterion for construct validity index	Indicator value		Interpretation
		Quality of service	Destination image as a marketing tool	
The overall results of the construct validity factor analysis were significant and thus document the validity of the representation of the items in the questionnaire for the target research topic. (The range of the indicators as a marketing tool and its impact on the quality of tourism services) Good representation	The indicator value should be less than 2	4.388	4.308	The ratio between the chi-square value and the degree of freedom. The Relative Chi-Square
	The value of the indicator is between 0.04 and 0.05 to indicate that the model corresponds to a high degree with the data of the sample, otherwise the model is not accepted.	0.073	0.071	An approximate root mean square error index. Root Mean Square Error of Approximation (RMSEA)
		0.778	0.838	Standard fit index. Normed fit index (NFI)
	The value of these indicators is always constant between zero and one. The closer it is to one, the higher the degree of agreement. Most statisticians prefer that its value be from 0.90 or more.	0.817	0.858	comparative consistency index. Comparative fit index (CFI)
		0.829	0.838	incremental marketing index. incremental fit index (IFI)
		0.782	0.797	Tucker-Lewis indicator. Tucker-Lewis index (TLI)

Source: By The Researcher According To Data Confirmative Constructive Validity Test

2-5-2: Stability Test For Resolution.

Document Table (4) Stability Coefficient Value (Cranach's Alpha) For Entire Paragraphs Of The Questionnaire (0.955) Which Is More Than (0.700), Which Proves That Paragraphs Questionnaire For The Stability Test Were Successfully passed. Document That The Stability Coefficient Value (Cranach's Alpha) For Entirety Of The paragraphs Destination Image As A

Marketing Tool Has Hit(0.948) Which Indicates stability High In vertebrae Destination Image As A Marketing tool Because Stability Coefficient Value Was More Than (0.700). For Total Items Of The Quality Of Tourism Services, Coefficient Was Recorded (0.891). Countries Table (4) Stability Test Results (Cranach's Alpha) For The Paragraphs Of The Resolution:

Researcher comment	stability lev	Stability coefficient	Study variables
The presence of high stability in the vertebrae Destination image as a marketing tool	high	0.948	Destination image as a marketing tool X
There is high stability in the quality of tourism services	high	0.891	quality of tourism services Y
There is high stability in the entire paragraphs of the questionnaire	high	0.955	The entirety of the questionnaire

Source: prepared by the researcher according to the results of the program SPSS v29

Source: by researcher according to results of program SPSS v29

2-5-3: Descriptive analysis:

The level of sample's answers to paragraphs of search variables. give researcher in this research Explanation for descriptive analysis data The image of destination as a marketing tool and the quality of tourism services with its dimensions (tangibility, credibility, responsiveness, trust, sympathy), by using the weighted arithmetic mean to indicate level of sample's response to questionnaire items, and the standard

deviation to indicate homogeneity of the sample's answers to questionnaire items, as researcher relies on a scale The relative importance of indicating intensity of the answer percentage of sample's agreement on paragraphs of the questionnaire, while Employ the researcher To diagnose the direction of the answer to Questionnaire paragraphs Scale The hypothetical mean of (3), as benefit Researcher of gradations The strength matrix of answers, which shows level of



response, The sample members on paragraphs of the questionnaire and as documented detailed in the table (5) the following: Table (5) matrix Gradients

The strength of the answers to the paragraphs of the questionnaire.

Table (5) matrix The Strength Of Answers To Paragraphs Of Questionnaire

The level of response by the sample members	Gradations of the strength of the answers to the paragraphs of the questionnaire	The value of the weighted arithmetic mean is limited to the period	class
very low	Strongly disagree	From 1 to less than 1.8	The first
Low	Lack of agreement	From 1.8 to less than 2.6	the second
Moderate	neutral	From 2.6 to less than 3.4	Third
High	the agreement	From 3.4 to less than 4.2	Fourth
very high	Firmly agree	From 4.2 to 5	Fifth

Source:(Karnilev: 2002,56) Karnilev Sergey Sergeyevg / Multiple Regression 2002 Publishing House Statistical Science Library Moscow Russian Federation / First Edition.

As for a statement direction of sample's answers extent of their distance from hypothetical mean (3)The researcher relies on an application test (Value =3One-Sample Test)If it is valuable The calculated is moral bears a negative sign. This indicates the direction of answer towards disagreement, but if it is a value calculated ones are moral and bear a positive sign. This indicates the direction of answer towards agreement, otherwise direction of answer will be towards neutrality

2-5-3: Descriptive analysis Destination Image As A Marketing Tool.

document table (6) and according to data of the program (SPSS V29) trend of respondents' response to all items of independent variable is image destination as a marketing means .were about agreement Especially the test result} { One-Sample Test (Test Value = 3) was significant, as the calculated T value reached (18.920), it is significant and carries a positive sign, which confirms that arithmetic mean value of the independent variable is significantly far from the hypothetical mean and towards agreement, with a response intensity of (78.28%), including Agreement

documents more thanT hree- quartersThe respondents emphasized the importance of the paragraphs devoted to the variable of the destination image as a marketing means, with an arithmetic mean of (3.9139) and a standard deviation of (1.0946), which indicates the homogeneity of the sample's responses regarding the destination image as a marketing means. As the table achieves (7) The levels of importance of the paragraphs within the independent variable, the image of the destination as a marketing means, were distributed among the highest level of response achieved by paragraph (17) among all paragraphs of the image of the destination as a marketing means, with a strong response that constituted (83.40%), to confirm that the agreement of more than three-quarters of the study sample The accommodation is good and comfortable in the resort of Lower Duran Dam, While Table (12) confirms Paragraph (2) recorded the lowest level among all the paragraphs of the independent variable, the image of the destination as a marketing method, with an answer strength of (71.42%), confirming that more than two-thirds

Table (7) Levels items of independent variable image of destination

One-Sample Test (Test Value = 3)			Relative importance % (severity of answer)	standard deviation	Weighted aromatic mean	code
interpretation	probability value	calculated value				
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	14,849	80.64	1.1670	4.0319	q01



The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	9,232	71.42	1.0385	3.5709	q02
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	14,773	77.23	0.9795	3.8617	q03
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	14,398	78.51	1.0794	3.9255	q04
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	15,392	79.43	1.0600	3.9716	q05
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	13,063	77.87	1.1487	3.8936	q06
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	11,977	73.83	0.9695	3.6915	q07
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	12,829	82.62	1.4807	4.1312	q08
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	13,152	82.91	1.4625	4.1454	q09
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	15,781	78.87	1.0037	3.9433	q10
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	15,341	77.38	0.9510	3.8688	q11
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	14,096	73.12	0.7815	3,656	q12
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	15,851	75.02	0.7940	3.7509	q13
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	11,875	72.41	0.8775	3.6206	q14



The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	14,687	80.78	1.1879	4,039	q15
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	14,734	80.64	1.1761	4.0319	q16
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	16,115	83.40	1.2194	4.1702	q17
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	14,491	82.91	1.3273	4.1454	q18
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	18,920	78.28	1.0946	3.9139	X

Source: By Researcher According To Outputs Of Statistical Programv29 SPSS

• **Descriptive analyst is for tangibility.**

from Table (7) according to the data of program (SPSS V29) that the trend of respondents' response to the total items of tangibility dimension, especially that result of {One-Sample Test (Test Value = 3) was significant as it reached the calculated T value (12,422(They are significant bear a positive sign, which confirms that value of the arithmetic mean of first dimension within the dependent variable, quality

of tourism services, is significantly far from the hypothetical mean, towards agreement, with a strong response of (67.47%) including documenting the agreement of more thanTwo-thirdsRespondents on the importance of the allocated paragraphsfor distancetangible, with an average of (3.3732) and a standard deviation of (0.695) indicating the homogeneity of the sample's answers regarding tangibility,

Table (8) Levels of responses to items of concreteness dimension.

One-Sample Test (Test Value = 3)			Relative importance % (severity of answer)	standard deviation	Weighted aromatic mean	code
interpretation	probability value	calculated value				
The arithmetic mean departs from the hypothetical mean in the direction of disagreement	0.000	-7,782	51.49	0.9182	2.5745	Q19
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	18,752	73.05	0.5843	3.6525	Q20
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	18,679	73.62	0.6120	3.6809	Q21
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	14,764	71.7	0.6655	3.5851	Q22
The arithmetic mean moves	0.000	12,422	67.47	0.695	3.3732	x1



away from the hypothetical mean in the direction of agreement						
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Source: By Researcher According Outputs Of Statistical Programv29 SPSS

Inferred from schedule (9) The tendency of the respondents to respond to all paragraphs of the credibility dimension were about agreement Especially the test result} { One-Sample Test (Test Value = 3) was significant as the calculated T value reached (17,689(They are significant and carry a positive sign, which confirms that the value of the arithmetic mean of the second dimension within the dependent variable, the quality of tourism services, is significantly far from the hypothetical mean and towards agreement, with a strong response of (78.37%) including documenting the agreement of more than Three-quarters Respondents on the importance of the allocated paragraphs for distance The credibility in my account reached (3.9184) and a standard deviation of (1.0115) indicating the homogeneity of the sample's answers regarding credibility. Schedule (9) Levels of responses to the paragraphs of the dimension of credibility.

2-6: Descriptive analysis for credibility.

inferred from schedule (9) The tendency of the respondents to respond to all paragraphs of the

Table (10) Levels of responses to the paragraphs of the response dimension

One-Sample Test (Test Value = 3)			Relative importance % (severity of answer)	standard deviation	Weighted aromatic mean	code
interpretation	probability value	calculated value				
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	12,662	76.1	1.0676	3,805	Q27
The arithmetic mean departs from the hypothetical mean in the direction of disagreement	0.000	-19,956	37.94	0.9280	1.8972	Q28
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	20,365	77.45	0.7193	3.8723	Q29
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	21,644	63.83	0.9049	3.1915	x3

Source: By The Researcher According To The Outputs Of The Statistical Programv29 SPSS

2-7: Descriptive analysis to trust.

documentable (9) according to data the program statistic (SPSS V29) trend of the respondents' response

credibility dimension were about agreementEspecially the test result} { One-Sample

2-6: Descriptive analysis to respond.

Form Table (10) and according to data Right eousness softwarestatistic(SPSS V29) that the trend of respondents respond to the total items of the response dimensionwere about agreementEspecially the test result} { One-Sample Test (Test Value = 3) was significant as the calculated T value reached (21,644(They are significant and carry a positive sign, which confirms that the value of the arithmetic mean of the second dimension within the dependent variable, the quality of tourism services, is significantly far from the hypothetical mean and towards agreement, with a strong response of (63.83%) documenting an agreementAlmost two-thirds Respondents on the importance of the allocated paragraphsfor distanceThe average response amounted to (3.1915) and a standard deviation of (0.9049) indicating the homogeneity of the sample's answers regarding the response.



value reached (20,305) (They are significant and carry a positive sign, which confirms that the value of the arithmetic mean of second dimension within the dependent variable, the quality of tourism services, is significantly far from hypothetical mean and towards agreement, with a strong response of (77.63%) documenting an agreement more than three quarters Respondents on importance of allocated paragraphs for distance Confidence in my account is (3.9816) a standard deviation of (0.9347) indicating the homogeneity of the sample's answers regarding confidence.

2-8: Descriptive analysis for sympathy

document Table (12) according to outputs Statistical program (SPSS V29) trend of respondents' responses to the total items of empathy dimension Within the

variable quality of tourism services was towards agreement Especially test result} { One-Sample Test (Test Value = 3) was significant as the calculated T value reached (13,528) (They are significant carry a positive sign, which confirms that the value of the arithmetic mean of the second dimension within the dependent variable, quality of tourism services, is significantly far from the hypothetical mean and towards agreement, with a strong response of (62.43%) documenting an agreement Almost two-thirds Respondents on the importance of allocated paragraphs for distance Sympathy in middle of my account reached (3.1214) and a standard deviation of (0.7441) indicating homogeneity of sample's responses regarding sympathy.

Table (12) Levels of responses to items on empathy dimension.

One-Sample Test (Test Value = 3)			Relative importance % (severity of answer)	standard deviation	Weighted arithmetic mean	code
interpretation	probability value	The calculated value				
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	12,496	70.14	0.6814	3.5071	Q35
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	8,978	67.73	0.7229	3.3865	Q36
The arithmetic mean departs from the hypothetical mean in the direction of disagreement	0.000	-1,523	58.51	0.8210	2.9255	Q37
The arithmetic mean departs from the hypothetical mean in the direction of disagreement	0.000	-7,449	53.33	0.7514	2.6667	Q38
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	13,528	62.43	0.7441	3.1214	X5

Source: prepared by the researcher according to the outputs of the statistical program v29 SPSS

2-9: Descriptive analysis quality of (TS)

Investigate Table (13) according to the data of program (SPSS V29) trend of the respondents'



response to the total items of the dependent variable is quality of tourism services were about agreement Especially the test result} { One-Sample Test (Test Value = 3) was significant as the calculated T value reached (17,924(They are significant bear a positive sign, confirming that value of arithmetic mean of dependent variable is significantly farther from the hypothetical mean, towards agreement, and with an answer intensity of (69.95%) including documenting the agreement of more than Two-thirds Respondents on importance of the paragraphs allocated to the variable quality of tourism services, with an average of (3.4972) and a standard deviation of (0.8580This indicates the homogeneity of the sample's responses regarding the quality of tourism services. This confirms the need to increase the quality of tourism services in tourism facilities in line with the latest developments in

the field of the tourism sector globally advance the reality of tourism in Iraq. As the table (13)and form (4)that levels matterDimensionsWithin the dependent variable, quality of tourism services was distributed among the highest level of response achieved by the dimension of credibility among all Dimensions Quality of tourism services strongly formed answer (78.37%) to confirm the agreement of more than three-quarters of the study sample that Credibility is one of the most important conditions for an investigation Quality of tourism r vicesHigh.whiledocumentTable (13)and form (4)that empathy record lowest level among all DimensionsThequality of tourism services strongly answered (62.43%) to confirm hisApproximatelyTwo-thirds of study sample importance of empathy in the work of sector tourist to achieve Quality of tourism services High.

Table (13) Levels of responses to items of the dependent variable, quality of tourism services

One-Sample Test (Test Value = 3)			Relative importance % (severity of answer)	standard deviation	Weighted aromatic mean	code
interpretation	probability value	calculated value				
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	8,978	67.73	0.7229	3.3865	Q36
The arithmetic mean departs from the hypothetical mean in the direction of disagreement	0.000	-1,523	58.51	0.8210	2.9255	Q37
The arithmetic mean departs from the hypothetical mean in the direction of disagreement	0.000	-7,449	53.33	0.7514	2.6667	Q38
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	13,528	62.43	0.7441	3.1214	X5

Source: prepared by researcher according to the outputs of statistical programv29 SPSS

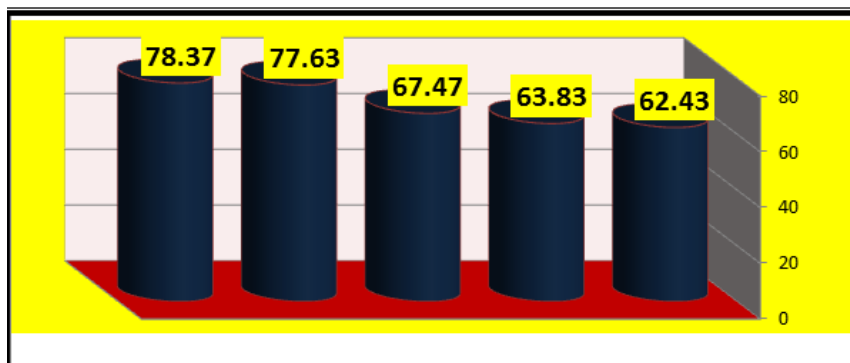


Figure (4) distribution of intensity of study sample's responses to dimensions of quality of (TS), according to percentage agreement



3-1: A Test Study Hypotheses

A1: Impact The Independent Variable Is The Image Of Destination As A Marketing Tool .The Dependent Variable Is Quality Of (TS)

extract from Schedule (36) Acceptance The hypothesis that (there is a statistically significant effect to Destination image as a marketing tool quality of tourism services) and by Acceptance (95%) Especially since the test result was positive value calculated F (356,914) Which Significant because the corresponding probability value amounted to (0.00),

which is less than the significant level of (0.05), while The value of the determination coefficient (56%) Indicating ratio interpretation Destination image as a marketing tool to changes in quality of tourism services. The correlation coefficient value was recorded Destination image as a marketing tool and the quality of tourism services (0.749), which confirms the existence of a strong direct correlation between the independent variable and the dependent variable, while the fixed limit value was recorded (=1.732). α (and the marginal slope beta value (0.460= β

Table (14) results analysis effect a Destination image as a marketing tool quality of tourism services

Test result	attribute	
Destination image as a marketing tool quality of tourism services	the independent variable	influencer
	dependent variable	affected
0.749	The simple correlation coefficient between the two variables	
56%	The coefficient of determination R ² %	
1,732	constant term α	
0.460	marginal tendency beta	
356,914	value F calculated	F - Test
0.00	probability value	
The existence of a clear effect of the image of the destination as a marketing tool on the quality of tourism services		interpretation

Source: By Researcher According To Results Of The Program SPSS V29

4: CONCLUSIONS & RECOMMENDATIONS

4-1: conclusions

- Tourists Of Dukan Dam Resort Showed Great Interest In General Atmosphere In Facility, Which Helps To Escape From Pressures Of Daily Life , Generates A Sense Of Pleasure And Documenting Memories Among (TS).
- Being in the Dukan Dam resort gives the guest a feeling that he is socially acceptable, although the services provided did not match expectations of the guests, especially in terms of the high prices inside the resort.
- Through tips of descriptive analysis of image of destination as a marketing tool, the accommodations are good and comfortable, the highest percentage is recorded, and this indicates the extent of guest's satisfaction with the places of residence and the cleanliness of the resort in Duran Dam Resort, while the guests' section recorded the feeling of Hospitality is lowest percentage, which indicates tourists felt uncomfortable by dealing inside the resort.
- Through results of the descriptive analysis of quality of tourism services in its five dimensions, dimension of credibility scored the highest percentage, which indicates importance of credibility , is considered one of most important conditions for achieving quality,

while empathy recorded the lowest percentage among all dimensions of quality of tourism services to emphasize the importance of empathy in work of tourism sector to achieve high quality tourism services

4-2: Recommendations

- Improving the image of the destination for Dukan Dam resort in the minds of tourists reviewing prices of services accurately, specifically a new pricing mechanism commensurate with the nature of services provided , expectations of tourists giving them a sense of well-being as the main driver of purchasing behavior at present time.
- Activating role of eco-tourism, caring for natural landscapes, establishing botanical gardens containing every type of Iraqi plant, enhancing knowledge accumulation and linking individual to his environment, as well as social and commercial relations, establishing family entertainment tours, linking guests with marketing campaigns that enhance bonds of family , friends and communicating with them on an ongoing basis.
- The need for resort administration , put its employees in specialized courses inside , outside the country on a regular basis to keep abreast of the latest developments in field of achieving tourist satisfaction and enhancing quality of (TS) provided.



- The need for optimal employment of quality of **(TS)** by providing high-level tourism services that are well received by tourists, which contributes to knowing behavior of future tourists.
- The need to follow the latest developments in the tourism industry in developed countries and try to simulate the rapid developments taking place in these countries

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