



THE ROLE OF SOCIAL MARKETING IN ACHIEVING SUSTAINABLE TOURISM DEVELOPMENT-AN ANALYTICAL STUDY OF THE OPINIONS OF A SAMPLE OF CUSTOMERS OF TOURISM COMPANIES IN THE HOLY CITY OF KARBALA

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Article history:	Abstract:
Received: March 20 th 2024 Accepted: April 14 th 2024	The current research was interested in studying the nature of the relationship between the variables (social marketing and sustainable tourism development) in terms of correlation and influence. The research was sample of customer of tourism companies in the holy city of Karbala and seeking to obtain answers to the tool ,The tool research is a questionnaire in order to find out their opinions about its content. The answers were analyzed using the SPSS statistical program to determine the nature of the relationship and influence between the variables. The statistical analysis led to acceptance of the research hypotheses, which support the nature of the relationships between the research variables. In addition, the research was concerned with providing a set of recommendations that emphasize the importance of the research variables and serve the field aspect of the companies .

Keywords: Social marketing , Customer trust , sustainable tourism development, tourism companies , customer contribution .

1 . INTRODUCTION

Social marketing is considered one of the modern concepts that emerged as a result of the development of modern marketing understanding, and it is one of the basic concepts related to the human communication phenomenon in its various dimensions and levels as it relates to human needs. And his desires, and he seeks to improve the living conditions of individuals by promoting positive ideas and values in life and important behaviors to save societies from prevailing pests. Over the past 50 years, social marketing has taken the ideas of business marketing and put them to use to address social and health problems, the concept of consumer orientation and marketing tools such as mix were used marketing and successfully applied it to health behaviours such as drug use, driving safely, and aiming social marketers empower citizens to bring about individual changes, as well as policy makers and stakeholders to achieve institutional and social change. Social marketing has introduced a new approach to change. Practice has changed in the field of tobacco control and safety. Traffic is a result of the influence of social marketing, and it can be said that social marketing has a significant contribution to the steps it has made significant strides in public health in developed countries over the past century, and has also been widely used in third world to address health issues⁽¹⁾.The concept of social marketing developed in parallel with the development of commercial marketing during the late 1950s and early 1960s the sixties, when academics studied the possibilities and limits of applying marketing in new fields such as the political and social fields In the year 1951 - 1952, Wiebe posed the following question ⁽²⁾ : Can brotherhood be sold like soap? He evaluated

four different types of social change campaigns and concluded that the best social change campaign was the one that mimicked a commercial marketing campaign in terms of increasing its likelihood of success. However, for many, the idea of expanding the application for social reasons was undesirable, as Luck⁽³⁾ objected to this on the grounds that replacing an idea or set of values in place of a tangible product threatens the concept of economic exchange. Others fear the power of marketing, and misunderstand its ability to social control and propaganda, and despite this, it has been lost the concept of marketing was redefined to include the commercialization of ideas and consideration of their ethical implications. the expansion of the marketing concept began alongside the shift in public health policy for prevention diseases to pave the way for the development of social marketing. During the 1960s, commercial marketing techniques began to be applied in health awareness campaigns in developing countries. In 1971, Kotler and Zaltman published an article in the Journal of Marketing Titled "Social Marketing: An Approach to Planned Social Change."⁽⁴⁾ Tourism development is a process directed at creating structural transformations in the construction and installation of resorts tourism offered by any rural area, through the optimal use of natural resources and the economic, social and urban development of this region, in accordance with the demand and needs of tourist traffic, This is with the aim of forming an effective economic base through which the growth of tourism traffic to the region will be increased. consequently, an increase in real income resulting from tourism activity. balanced and sustainable tourism development is considered one of the latest tourism concepts, and includes various Programs that aim to achieve a continuous balanced expansion of tourism resources, increase quality and rationalize productivity in various tourism services, whether for international or domestic tourism, which is a complex, multi-faceted process that includes multiple overlapping and interacting elements based on an attempt scientific and applied to achieve optimal exploitation of the primary elements of tourism production from a natural framework it is a cultural heritage, supported by a complete infrastructure base through scientific and technological progress, and connectivity all this with environmental elements, new energy uses, and developing human capital resources to play its role effective development programs, in light of diverse tourism demand that coincides over time with the development of tourism supplyas for sustainability in tourism development, this expression appeared for the first time in the report of the United Nations Committee United Nations Environment and Development, named the Brundtland Commission in 1990, as development that meets the needs of the present without sacrificing the ability of future generations to meet their needs⁽¹⁰⁾ .

2 . THEORETICAL FRAMEWORK

2.1. social marketing

Social marketing has many concepts that have many types and objectives, so based on that, it can The most important of these concepts are presented as follows: Social marketing means, from the point of view of Cutler and Zaltman (1980), that social marketing is simply a serious attempt to apply basic concepts to market specific social, economic and political issues as for commercial marketing, it can be defined as "all procedures aimed at selling and selling these goods." Services that satisfy specific needs and desires of individuals and institutions, with competitive types and prices. Therefore, social marketing differs from commercial marketing in terms of objectives which the owners of institutions seek to achieve, with the aim of influencing the social behavior to be modified⁽⁵⁾. The writer Muhammad Abd al-Ghani Hassan and Radwi Muhammad Hilal also defined it as a practical strategy for translation discoveries results into education programs and work programs that are adopted and implemented guided by methods and techniques business marketing. This means that the concept of profit in social marketing is not directly material, but it is understandable socially linked to achieving the desired goals, social marketing includes providing and investing resources self-esteem and achieving the appropriate surplus to face contraction and expansion to ensure continuity at points, and with this can be translated materially in the end in the form of an increase, growth, or savings in the legitimate economic aspect, but the change that occurs in consumer behaviors and trends⁽⁶⁾ . That social marketing is related to for-profit business organizations it can also associate with non-profit organizations as well as public organizations that provide benefits multiple measures for the community, such as what is observed in promoting traffic safety programs, reducing smoking and its harmful effects, alcoholic beverages, and other programs related to the community. which as a whole contributes to reducing risks to which individuals are exposed or to reduce the insurance premiums paid as a result of the risks resulting from these actions there are those who believe that there is confusion and confusion between the concept of social marketing and marketing in other organizations for-profit purposes, such as contributing to political election campaigns or reducing crime Therefore, social marketing must distinguish between community marketing, which is placed on one hand, and marketing for non-profit organizations, on the other hand. However, some definitions of social marketing can be defined as administrative directives that are mainly focused on consumer satisfaction and the long-term well-being of society Which is the key to achieving the organization's goals and responsibilities, and in light of this definition, marketing social is:

- The message that the organization seeks to achieve, which is to achieve safety and security for the consumer contributing to bringing individuals to the quality of life they aspire to.
- Communicate in conducting research by the organization to provide the best products to the consumer in a way that achieves success the highest possible benefit.
- Avoid dealing with products that do not achieve the desired benefit.

Social marketing is defined in another way as "the ideas that marketing people believe in and their effects are reflected in the activities that they engage in and are organized towards achieving the common good of society and without restricting them to a specific group of individuals."⁽⁷⁾

2.2. Sustainable Tourism Development

Sustainable tourism development is defined as "the process of satisfying the needs of tourists and meeting their requirements without violating the rights of tourists." future generations in their needs to enjoy the environment, that is, it is development that takes into account justice and equality between generations to enjoy natural resources and thus depend on nature and not exploit it."⁽⁸⁾

It is also defined as "depending on nature and not working to exploit its components." In essence, it is a process of change in which resources are exploited, investments are directed, and technological development is implemented "To enhance the possibility of linking the present and the future and meeting the basic needs of tourists."

Sustainable and balanced tourism development is defined as development that begins it was implemented after a complete scientific study within the framework of integrated planning for economic, social and environmental development within the country as a whole, or within any region where the components of tourism development are combined in terms of natural attractions and civilized. The European Union for Environment and National Parks defines sustainable tourism development as: an activity that preserves the environment, achieves economic and social integration, and improves the architectural environment, as you know it is development that meets and satisfies the needs of current tourists and guest communities and ensures their benefit future generations, as well as development that manages resources in a way that achieves economic and social benefits and aesthetic while maintaining cultural unity and the continuity of ecological processes and biological diversity and the basic necessities of life.

We can rely on the definition of sustainable tourism by the World Tourism Organization (UNWTO) as:

a tourism system that takes into account the economic, social and environmental impacts on host communities for tourists. Therefore, sustainable tourism development must work on non-invasive use of resources natural and cultural, and taking into account the social and cultural characteristics of the host communities for tourists, while ensuring long-term economic, social and environmental benefits for all parties. The future of the tourism sector depends on protecting wildlife and biological diversity, and achieving integration between the concepts of environment and economics, by protecting the environment from pollution, destruction and overuse for natural resources. Therefore, the World Tourism Organization has developed guidelines and directions to follow when drawing a policy for sustainable tourism development as part of global initiatives in the form of the "Principles of World Tourism", Global sustainable Tourism Criteria includes global principles for minimum requirements sustainability that must be applied by hotels, establishments and tourist resorts. In 2014, the World Tourism Organization also took the initiative to present an initiative to the Davos Conference on the global economy for the sake of tourism and confronting the problem of climate change, as a contribution to treating some problems of heat emission and climate change and the application of environmentally friendly technologies, in order to ensure assistance financing poor countries by establishing projects to protect the environment and natural resources from pollution and destruction. sustainable tourism is an effective element in preserving the nation's cultural and historical heritage. As an important source of national income, the tourism sector is based on national culture and encourages communities the local community seeks to preserve its cultural heritage, which is part of the heritage of humanity.⁽¹¹⁾

As a result of the increased interest in tourism recently; This led to a greater role in development in terms of encouraging investing in the establishment of tourist resorts and infrastructure projects, especially in light of the concept of sustainability, which is: The principles of sustainable tourism development in the following points: -

1. Achieving the greatest possible benefit from the natural environmental resources present in the region, which constitute an essential element in tourism development, and exploiting them optimally without harming them, and preserving the ecological processes from by preserving its biological diversity and natural and cultural heritage .⁽¹²⁾ ⁽¹³⁾
2. Creating new opportunities for investment, thus creating new job opportunities, diversifying the economy, and increasing national income, Improving infrastructure and public services in host communities, and meeting the basic needs of the community human rights, improving living standards, effective use of land, and planning of land areas in a proportional manner with the surrounding environment .⁽¹⁴⁾
3. Contributing to solving the problem of poverty in the host community by ensuring long-term economic growth and providing the economic and social return is distributed fairly to the host community and the contributing companies.⁽¹⁵⁾
4. And raising environmental awareness and environmental issues among tourists, tourism sector workers, and local communities host, creating standards for environmental accounting and monitoring of negative impacts on tourism, and achieving justice between different generations in terms of the right to benefit from economic and environmental resources .⁽¹⁶⁾

3. THE IMPORTANCE AND PROBLEM OF THE RESEARCH

The problem represents the cornerstone upon which the research methodology is built in a logical, sequential manner with successive events leading to analyzing the collected information to ultimately form realistic conclusions related to the organization under research and possible recommendations it constitutes a logical solution that helps the organization overcome its problem. The problem was represented by the following questions.

A - What is the reality of social marketing in the organization under study ?

B - What are the most important factors for the success of social marketing ?

C - Does social marketing contribute to supporting and developing sustainable tourism ?

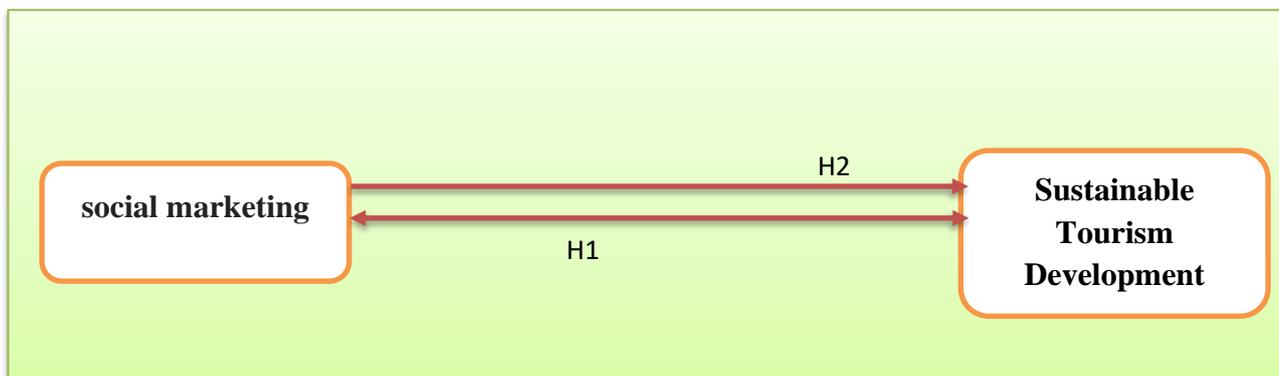
The importance of studying the topic is based on the importance of studying and analyzing situations social marketing and the rationale for its application in light of the increase in unethical business practices

the emergence of materialism, ignoring consumer interest, and demonstrating the advantages of applying social marketing in creating a kind of balance between corporate interests and consumer interests, while emphasizing the important role consumer protection associations.

4 - MATERIALS AND METHODS

Figure (1) below shows the hypothesis diagram of the research, which refers to the total of the two hypotheses that explain the relationship and effect between the research variables.

Figure (1) Hypothesis Diagram of the Research



H1–There is statistically significant correlation at $\alpha = 0.05$ between social marketing and Sustainable Tourism Development .

H2- There is statistically significant effect at $\alpha = 0.05$ to social marketing in Sustainable Tourism Development .

5- RESULTS

A – Study Population and Sample

The research tried by studying the nature of the relationships between the variables to identify the extent of the correlation and effect between the research variables, and the research targeted a sample consisting of (31) customers of tourism companies in the holy city of Karbala , as the questionnaire was distributed to the sample members in order to know the level of their opinions and ideas about the variables the research, and the answers were collected from the sample and analyzed statistically through the statistical program SPSS.

B- Reliability and Validity of the Survey Instrument

The research tool includes (43 items) that depends on two variables, which are social marketing as an independent variable and includes four dimensions which are (customer satisfaction , customer trust , social interactions , and social contribution) and Sustainable Tourism Development as a dependent variable .

Table (1) Descriptive statistics and Reliability for social marketing’s dimensions

	customer satisfaction	customer trust	social interactions	social contribution
Mean	1.80	2.10	2.01	2.50
Std. Deviation	.522	.848	.771	.836
Reliability : .855				

The values in Table (1) above indicate that social contribution obtained the highest mean value of (2.50) and Std. Deviation with a value of (.836), which indicates the importance of this dimension and its high value among respondents in the institution. And came customer trust with value mean and std. Deviation (2.10) , (.848) . Followed by the dimension social interactions with value mean and std. Deviation was equal to (2.01) and (.771), respectively. Finally came customer satisfaction with value mean and std. Deviation (1.80) , (.522) . As for measuring the extent of realism and credibility of the dimensions of social marketing , the Alpha Cronbach index was used, which came with a value of (.855), which is an acceptable percentage as an indicator of the credibility of the questionnaire.

Table (2) Exploratory Factor Analysis for social marketing’s dimensions

Component	Total Variance Explained					
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.866	71.653	71.653	2.866	71.653	71.653

2	.468	11.689	83.342		
3	.411	10.281	93.623		
4	.255	6.377	100.000		
Extraction Method: Principal Component Analysis.					

The results contained in Table (2) refer to the exploratory factor analysis of the social marketing’s dimensions, which aims to explain the amount of variance and reduce the dimensions to a specific value, as the four dimensions of the social marketing were reduced to a single component with a value of (2.866), which explains the variance in the variable. We also note from the above table that the first component has obtained the highest percentage of (2.866) and a variance value of (71.653) , then the second ,third , and fourth component comes with a value of less than one, which means that they cannot be considered as strong components in terms of influence.

Table (3) Component Matrix for social marketing’s dimensions

Dimensions	Component 1
Social interactions	.872
Social contribution	.857
Customer satisfaction	.843
Customer trust	.812

Table (3) shows the percentage of the contributions of each of the four dimensions to the formation of the social marketing variable , as Social interactions got the highest value of the variable formation with a value of (.872) , then came Social contribution in second level with values (.857) . finally , came in third and fourth levels Customer satisfaction and Customer trust with values (.843) , (.812) respectively .

C- Hypothesis testing

H1– There is statistically significant correlation at $\alpha = 0.05$ between social marketing and Sustainable Tourism Development .

		Social marketing	Sustainable tourism development
Social marketing	Pearson Correlation	1	.514**
	Sig. (2-tailed)		.003
	N	31	31
Sustainable tourism development	Pearson Correlation	.514**	1
	Sig. (2-tailed)	.003	
	N	31	31

** . Correlation is significant at the 0.01 level (2-tailed).

It is evident from the results in Table (4) above that there is a positive significant correlation between social marketing and Sustainable Tourism Development , which was valued at (.514), in addition to that was the value of the sig. (.003) less than 0.05, which means the relationship between the two variables social marketing and Sustainable Tourism Development is statistically significant at $\alpha = 0.05$, and therefore the first hypothesis is accepted.

H2- There is statistically significant effect at $\alpha = 0.05$ to social marketing in Sustainable Tourism Development .

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.744	1	2.744	10.439	.003 ^b
	Residual	7.623	29	.263		
	Total	10.367	30			

a. Dependent Variable: Sustainable Tourism Development .
 b. Predictors: (Constant), social marketing

It is clear from the results presented in Table (5) that there is a statistically significant impact of social marketing in Sustainable Tourism Development , as the value of sig. was (.003) which less than (0.05) and this indicates the accept

of the second hypothesis, which refers to there is statistically significant effect at $\alpha = 0.05$ to social marketing in Sustainable Tourism Development.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
.514 ^a	.265	.239	.513	.265	10.439	1	29	.003	.514 ^a
a. Predictors: (Constant), social marketing									
b. Dependent Variable: Sustainable Tourism Development									

Finally, the results presented in Table (6) indicate the total correlation value of the model by considering that social marketing as independent variables have a correlation with the dependent variable Sustainable Tourism Development , as the correlation value was positive by (.514) and at a significant level of (.003)) Which is less than (0.05), which supports the correlation between the research variables, in addition, the value of R. Square indicates the amount of variance that occurs in the value of the independent variable will affect the interpretation of the variance in the dependent variable with a value of (.265).

6. DISCUSSION

The research has found, through the results of statistical analysis, the existence of correlations and influence between the research variables. In addition, the results indicated a disparity in importance between the dimensions of social marketing among the research sample, where (social contribution) received the highest arithmetic average, which means great interest among the respondents. With this dimension and its importance to tourism companies, this dimension obtained a value of (2.50) among the other dimensions. As for the matrix of components, it indicates the contribution of each of the dimensions in shaping social marketing. Therefore, the social transactions dimension received the largest amount of contribution in shaping social marketing, amounting to (.872). As for the research hypotheses, the first hypothesis was accepted, which indicates the existence of Correlations between the two variables the correlation relationship was positive (.514) between the two variables. The second hypothesis dealt with the influence relationship between the two variables, and there was an influence relationship through identifying the sig value. Which appeared less than (0.05), and this means accepting the second hypothesis. Which means that social marketing practices can affect the sustainable tourism development of tourism companies.

7. RECOMMENDATIONS

In this part, the researchers seeks to present a set of recommendations that can be of interest to the tourism companies , the research sample in order to achieve the best results in terms of improving performance and achieving positive relations in the field of work:

- 1 - It is necessary to give greater attention to applying the concept of social marketing and focus on the dimensions that are more important and influential achieving sustainable tourism development, if tourist hotel management wants to achieve important aspects such as (customer satisfaction, social interactions, customer trust, and social contributions).
- 2 - Consolidating the serious conviction of tourist hotel management and employees of the importance of marketing procedures Social marketing and the benefits resulting from its application, and if management and workers are not convinced of the importance of social marketing, no effort is made in any a level that will not lead to success, and this conviction must be translated into actual, realistic measures that are commensurate with the capabilities of tourist hotels.
- 3 - Work to delegate powers to some highly qualified and experienced workers in the field within the limits of their work .
- 4 - Work to establish a culture of social marketing in tourist hotels to achieve effective and good application of the concepts of social responsibility in the sample under study and various other institutions.
- 5- Work on developing a plan comprehensive through which it can be determined means that help in preservation on natural resources and how use it effectively without harming it .
- 6 - Paying attention to increasing the allocation of resources necessary to develop tourist areas natural, which is characterized by natural and climatic aspects, which are characterized beaches and mountainous areas and preparing a general plan for development sustainable tourism.
- 7 - Establishing environmental training centers to obtain working human cadres in the tourism sector, specializing in eco-tourism and activities tourism related and able to preserve the areas natural tourism without harming it.
- 8 - Identify the environmental impacts for development projects in the sector tourism to ensure its compatibility with the surrounding environment and its preservation.
- 9 - Preparing and placing information signs in natural tourist areas necessary requirements to preserve the natural environment from damage and tampering .

10 - Resources are considered environmental natural one of the most important ingredients tourist attraction and an important resource for the state despite that there are deficiencies in managing those resources natural environment and its investment which resulted exposure to many of appearances the deterioration that has reached occasionally the beginning of the last time

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