



# TOUR GUIDE ABILITIES AND SKILLS AND THEIR IMPACT ON RELIGIOUS TOURISM (AN ANALYTICAL STUDY OF THE OPINIONS OF A SAMPLE OF ADMINISTRATIVE LEADERS OF TRAVEL AND TOURISM COMPANIES)

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Article history:		Abstract:
<b>Received:</b> 26 <sup>th</sup> May 2023		The tourist guide is the front face of the tourist state and the language that expresses the tourist destination and the tourism position of the state, and it represents a strategic and significant component of the tourism programs. The trip is recreational, religious, or other types and patterns of tourism that are many and varied. Still, there is specificity to religious tourism because it is related to the religious motive that drives a person to travel. Most of them are religious ceremonies and rituals, which require that the tour guide have skills and experience commensurate with the desires and goals of the religious tourist, and because religious tourism aims to adhere to a particular belief concerned with the spiritual contemplation of man and visiting places with ancient religious history, whose visit is considered a pilgrimage or a kind of practice of religious teachings.
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## INTRODUCTION

At the forefront of our research, we must present tourism in its general and comprehensive sense and then know the nature and concept of religious tourism and the importance of having specific skills for the tour guide, especially in religious tourism. As tourism is one of the economic activities of great importance in countries that have the elements of tourism attractions and whose development is the essence of the tourism experience, tourism is the elements of tourist attractions, whether religious, archaeological, therapeutic, historical, or civilized, that motivates the tourist to frequent and visit them, and the facilities are Tourism, represented by hotels, restaurants and tourism companies, is one of the main pillars of the tourism industry, as it provides a variety of services to tourists and society. On this basis, the existence of tourist attractions of all kinds is a sure guarantee for the existence of tourism as a human activity on the one hand and an economic tributary on the other.

Tourist guidance is a decisive factor in the tourism industry and its success by facilitating the mission of tourists and increasing their knowledge of the tourist sites to be visited. Many tourist countries pay great attention to tourism guidance, an essential pillar of domestic and international tourism.

Religious tourism is of great importance to tourists, whether it is domestic or foreign religious tourism because it is related to the religious and spiritual aspect of man, and the tourist, through the programs and contents of this tourism, visits sacred shrines associated with his religious belief that have certain ceremonies and rituals that the tour guide must be aware of, and possess the skills Which qualify him to fulfill the desires of the tourist and his spiritual and religious goals.

## PROBLEM OF THE STUDY

The problem of the Study consists of a set of questions, which we strive to answer through this Study. These questions include the following:

- 1- What are a tour guide's most critical abilities and skills that must be available in religious tourism?
- 2- To what extent do travel and tourism companies realize the actual concept of the skills and qualities of a tour guide in religious tourism?
- 3- Are there unique skills and qualities of the religious tour guide?
- 4- How do the skills and qualities of the tour guide in religious tourism correspond to achieving the desires and goals of the spiritual tourist?

5- What is the role and importance of the tour guide in religious tourism, what is the specificity of this tourism, and what qualities and skills must be available in the tour guide?

### Hypothesis of the Study

The Study's hypotheses are formulated in light of the Study's questions and objectives and by the theoretical literature on the skills of the tourist guide and religious tourism, which will be subject to testing, analysis, and statistical treatment. Then it will be proven true or false and divided into the following:

- 1- There is a significant correlation between the skills of the tourist guide and religious tourism
- 2- There is a significant correlation between the skills of the tourist guide and the realization of the religious tourist's desires, goals, and satisfaction.

### Importance of the Study

The Study derives its importance through its main variables, which are (tourist guide skills and religious tourism) because the skills of the tour guide play a significant role in achieving the desires and goals of the religious tourist—the religious and spiritual side of man.

## Chapter One

### Research Concepts

#### First: tourism

With its innovations, the twentieth century is considered (the century of tourism). The last half of it is described as (the era of tourism). Its near end witnessed fundamental changes in international politics, economic relations, and human rights, which deserved to be called (the new world order). This has a clear impact on tourism, and the twentieth century is also considered the century of tourist destinations, as the number of countries receiving tourism has increased so that it can be said that there are few countries in the world where tourism does not represent a significant activity (1).

The researchers in the field of tourism differed on setting a unified definition for it, and the reason for that is due to the scientific background of the researchers—political and public opinion trends, and so on for the rest of the sciences.

However, we are not dealing with these differences and divergences in viewpoints because each researcher focused on his definition from a specific angle that allowed him to put his concept, and this does not mean that he failed in developing the comprehensive concept during his jurisdiction.

Tourism was known by many tourism organizations and institutions, including:

The definition of the Rome Conference held under the auspices of the United Nations in 1963 (a set of relations and services related to changing the place automatically temporarily and not for commercial or literal reasons) (2).

The definition of the French Economic and Social Council in 1972 is that tourism is (the art of meeting the very diverse desires that lead to movement outside the daily field) (3).

In 1981, the British Tourism Association defined a group of unique and selected activities that take place outside the home, including residence and staying away from home (4).

And the definition of the Organization for Economic Cooperation and Development (O.E.C.D.) considers tourism to be (an industry that depends on the movement of people more than goods).

The definition of the International Conference on Travel and Tourism Statistics in Ottawa in 1991 (the activities of people outside their usual environment for the least specified period, and the primary purpose of travel is not to engage in an action for a fee within the visited country) (6) (7) (8).

The definition of the Economic and Social Commission for Western Asia (E.S.C.W.A.) of the United Nations is that tourism is (any person who undertakes a trip between two or more countries for more than 24 hours and less than a year to spend a holiday or free time, or the practice of specific business, or for trade, or any other purpose).

As for the definition of tourism, according to some Arab writers:

"Abd al-Rahman Abu Rabah," Secretary General of the Arab Tourism Federation, defined it as (a temporary change to a country or a place related to the process of getting to know other countries, on culture, social or natural life, and for contact and contact with them) (10).

Allam proposed a definition of tourism as (a human and psychological activity for the tourist, which includes the element of preference and what goes around in the soul between movement and travel for a period that requires recreation inside or outside the region for that short period, provided that he can bear the consequences of his stay) (11).

● "Mohamed Abdel Qader Hatem" believes that tourism is (temporary relocations that some people make, leaving their homes to other places for purposes other than residence as a matter of habit).

Therefore, it isn't easy to give a single definition that includes all dimensions of the tourism industry. But through what we have mentioned, we can provide a procedural description of tourism within the subject of our research. For more than a year, for cultural, social, and religious purposes, and any other purposes except for immigration or work, whether this move is within the borders of the country or outside it) (12).

#### Second: religious tourism

The marvel of the human mind is that it interacts with every newcomer, and man always strives through him to reach all the ends that explain his apparent nature. Accordingly, the religious beliefs of people have a clear impact on all their actions and words, just as a person is a caller to the thought that he carries with his tongue, and this is part of fulfilling his belief, so religious practices have great importance in the hearts of those who believe in them.

The movement of individuals to areas far away from their areas of residence, where there are places of worship and offering vows and sacrifices, is only an expression of proper respect for the belief through a literal commitment to its teachings, which requires the practice of these rituals in these places without others exclusively.

And hardly any religion is devoid of these collective devotional practices that occur at a specific time each year.

Hajj for Muslims and similar religious practices for other religions represent the most beautiful and complete picture of religious tourism, followed gradually by visiting the tombs of the prophets, guardians, and righteous saints whom the tourist considers his role model.

At a time when a person can not give entertainment that much space in his life, he may be forced under the weight of harsh economic conditions to do without it altogether.

A believer cannot do without worship practices, the practice of which is part of fulfilling the faith under the most severe economic conditions, and we still hear many stories about visitors and pilgrims who spent the best years of their lives and deprived themselves of all the pleasures of life to collect the money needed to perform the Hajj or to come To visit the shrines of the imams, peace be upon them (13).

Religious tourism has known several definitions, including:

Tourism activity is based on the movement of tourists from their places of residence to other regions to carry out ministerial visits and trips inside and outside the country for some time (14).

While the last type of tourism defined is its response to the spiritual demand, religious emotions, and the desire to satisfy it by going to places of worship or shrines, shrines, shrines, and other areas.

Other religious rituals perform religious ceremonies because of the great and effective psychological comfort and relief reflected in its positive effects on the psyche and behavior of the individual (15).

It was also known as that tourism that gained particular importance in human life in general, especially Muslims in particular, because its primary goal is to achieve spiritual contact between a man and his visit to holy places, as well as to achieve collective communication between the incoming groups, some of them.

Some, where the religious feeling played a role and still in making trips to visit the holy places (16).

As for the procedural definition of religious tourism, it is the travel of people from their areas of residence to other areas of religious sanctity and their participation in the particular events of these places. Man and his Creator, and some of these visits are obligatory as possible, such as visiting the Sacred House of God, or they are desirable, such as visiting the shrines of the Prophets and Imams (peace be upon them). (17)

Third: religion

In the preceding, we explained the concept of tourism and religious tourism, and we will clarify the idea of religion to emphasize the importance of religious tourism. We found that addressing the idea of religion in demand for religious tourism is necessary, to become more. Scholars have established three rules for defining religion, which are (18)

1. People feel that multiple powers are greater than them and not subject to them.
2. People's belief that they are related to these powers.
3. People sought to find a way to document this connection.

Religion was defined as: "that system of beliefs and practices through which a group of people can struggle against the absolute problems of human life, and that it refuses to surrender to frustration, or to any enmity that tries to tear humanity apart" (19).

It is noticeable that this definition emphasizes the role of religion in helping people to struggle against anxiety and hatred.

Likewise, religion was defined as: "Worship; worship is a double act, as it is an act in which a person recognizes a sublime power, and an act of my heart, or a turn of love that turns to the mercy of that power" (20).

The Islamic Encyclopedia indicates that the jurists of the Arabic language have mentioned several meanings to religion, as they have defined religion from the theological point of view as a divine setting acceptable to people with minds by choosing it to righteousness in the case and the farmer in the end (21).

Lisan al-Arab gave religion many meanings, including (22):

1. Religion is for God, which is obedience and worship to Him.
2. The religion of the Sultan.
3. piety.
4. Religion is obedience.

As a result of the significant difference in religious systems, it became difficult to define religion because of the wide variety of religiously accepted concepts and because it controls many individuals of different faiths, "and there are different cultures in this world, and each culture understands religion from an angle that differs from others." (23).

As for the procedural definition of religion, it is a rational, logical system based on a set of beliefs, principles, values, and religious rituals specific to the worship of God Almighty.

The term "religious" appeared as a result of understanding the religious tourism motive, as religious tourism is a form of tourism as old as time, and it has witnessed significant changes, as it appeared in the last decades of the famous holy places. They are housed by several believers who are expected to follow specific rules during their stay not to disturb the monastic activities system (24).

Fourth: the tour guide.

The guide is the face of the country. The focus is often the first to meet the tourist and the last to see him off, as he is associated with him in his travels and travels and the one who knows most about his needs, impressions, and

problems, as well as the first person to form an image, and perhaps permanent in the mind of the tourist. It is a mobile media that helps indirectly promote the country (25).

The guide generally knows "the person who presents an illustrative picture of antiquities and tourist attractions to tourists and responds to their inquiries that they direct to him in all the places they visit, such as museums, archaeological areas, for a certain fee" (26).

He was also defined as: "a person who works by explaining archaeological areas and cultural landmarks to tourists and introducing them to them, and answering their questions that they direct to him in most of the places they see, such as archaeological areas and the museum in return for a certain commission" (27).

There is another definition of the guide, which is the variable of properties and elements, "as a spiritual advisor in Hajj and Umrah, or a special guide in travel, and he represents the mentor, guide, and tourist guide in the tourist trip" (28).

While another researcher focuses on defining the guide as the leader of the group or the director of the tourist trip who accompanies a departing tourist group to various countries in outgoing tourism and is often specialized in a specific country to gain an international character, and he is a guide who leads a tourist group coming from other than his own country. To be a national or local guide who guides a group inside the country, or a driver-guide, who combines driving a car with driving a group and performs the tasks of the driver, transportation, and guidance officer at the same time and provides the services of all of these at the same time (29).

What we care about in our study is the skills of the tour guide in religious tourism and the extent to which these skills match the requirements of religious tourism because it is tourism related to the spiritual aspect of man and may be different in its requirements as well as its differences in the requirements and needs of the religious tourist.

Fifth: Tour guide capabilities

The tour guide represents the key to success in the tourist trip and is also the center of the cultural work in the journey, in general. And he "can alone, through his good or bad accomplishment of the tasks and duties entrusted to him, make a failed program a success or make a successful one abort" (30).

There is no doubt that the tour guide's performance of his duty, the fulfillment of his commitment, and his responsibilities to fulfill his role in the overall tourism movement requires "the availability of qualities, specifications, and personal and general characteristics, such as enthusiasm, attractive professional appearance, self-confidence, and the ability to make decisions in Emergencies, flexibility, general culture, and others" (31).

According to some, the capabilities that must be available in a tour guide can be summarized as follows:

- 1 - Notifying the visitor of a sincere welcome.
- 2 - Maintaining the tourist's interest in the trip by making it educational and entertaining.
- 3- To draw a picture of himself in the guest's mind by strengthening the bonds of intimacy and building bridges of trust. He should be keen on a sincere welcome, a cheerful face, a calm smile, introducing himself simply and clearly, and showing good looks and confidence.
- 4- The final evaluation of the listeners by "understanding him and his Knowledge of the following:
  - A- The nationality of the group.
  - B - the age group of the group.
  - C - The social and economic status of the group.
  - D - Any interests of the group.
  - E - a summary of the topic.
- 5- The constant need to overcome nervousness that increases the secretion of the hormone adrenaline, which requires attention to:
  - A - Observing and controlling the movements of the hands.
  - B - Stand upright.
  - C - Giving positive gestures and avoiding wrong gestures.
  - d- Use a mouthwash, if available.
- 6- Knowledge of the subject to which he guides the tourists is sufficient, so he is flexible in presenting the topic" (32).
- 7 - Proficiency in more than one foreign language and clarity of expression when speaking.
- 8 - The ability to properly convince others.
- 9- Patience and endurance.
- 10 - Good necessary experience.
- 11- University academic certificates.
- 12 - Integrate group members and involve them in commenting and discussing topics.
- 13 - Not to underestimate the intelligence and Knowledge of the group, and not to exaggerate the estimate, and this is done through:
  - A - helpful explanation of accurate information.
  - B - Balanced and purposeful information and commentary.
  - C - Use simple and accurate words.
- D - It should be selective by choosing the angles of explanation for the relevant information. And a description of the site in proportion to the quality of the group.

Sixth: Tour guide skills

There is also a set of personal requirements that a tour guide must have, as follows:

1- Skills, including:

- A - communication skills.
- B - Explanation skills.
- C - intercultural understanding skills - appreciation of foreign cultures.
- D - Planning and organizing skills.
- E - Time management skills.
- F - The ability to solve problems and conflicts.
- G - Skills in most types of leadership.
- H - Presence of intuition and the ability to act swiftly.
- I - General appearance and acceptable shape, elegance, and simplicity.
- J - A graduate of an academic study or a specialized course to work as a tour guide (33).

2 - Knowledge "and includes

- A - Excellent knowledge of foreign languages (English).
- B - Knowledge of ways to travel and the world.
- C - Knowledge of the visited country's culture, history, and social characteristics.
- D - Knowledge of the visited country's geographical characteristics and biological and botanical worlds" (34).
- e- "Knowledge of the cultural and social characteristics of other peoples.
- f- Knowledge of health and safety rules, visas, vaccinations, and currency exchange rates.
- G - Knowledge of providing first aid" (35).

3 - Personal qualities "and includes

- A - Attention.
- B - social.
- C - greed.
- D - Polite behavior.
- E - patience.
- And - a sense of responsibility.
- g - Willingness to assist.
- H - Trustworthiness.
- I - Balance

All the capabilities and skills of the tour guide are, in fact, fully compatible with what the focus should be, but what concerns us: is the extent to which these abilities and skills are consistent with religious tourism and whether they are sufficient to reach the goals and needs of the religious tourist? Are there abilities and skills that the tour guide should have in religious tourism, which in reality pertains to the spiritual and religious aspects of man? This tourist may seek to implement certain ceremonies from his visit or come to visit to impose one of his religious obligations. Hence, his spiritual visit is of great importance. Therefore, several questions will be answered in the second section of this study through a questionnaire distributed to tourism companies that include a set of questions.

**Chapter Two**

**Tour guide abilities and skills and their impact on religious tourism**

In this research, we will demonstrate the role of the capabilities and skills of the tour guide in religious tourism by asking several questions to (52) tourism companies in Baghdad, a site for conducting the study. The higher management included those with a degree (delegate manager, company director, department managers) to get to know their views on the Research topic. Schedule (1)

Table (1) of the researcher's work based on the results of the questionnaire

No	Yes	Tour guide abilities and skills in religious tourism
2	50	Is it obligatory for the tourist guide in religious tourism to have complete knowledge of the shrines and religious sanctities that are included in the religious tourism program?
22	30	Should the tour guide in religious tourism be of the same religion or sect as the religious tourism group?
0	52	Should the tour guide in religious tourism be fluent in the language of the tour group?
22	30	Should the tour guide in religious tourism be specialized in religious tourism and not work within other types and patterns of tourism?
12	40	Are the capabilities and skills of the tour guide in religious tourism different from the abilities and skills of the tour guide in other types and types of tourism?
11	41	Should the tour guide in religious tourism be religious?
7	45	Does the gender of the tour guide play a role in influencing the religious guidance process?
8	44	Is there any importance to the external appearance of the tour guide in religious tourism?
22	30	Does the tour guide have to be of the same nationality as the country of the religious tour group?



<b>4</b>	<b>48</b>	Should the tour guide be able to answer the questions of the religious tourist group? These questions may be of a doctrinal or legal nature, or pertain to the rituals and ceremonies of the visit.
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Source: The researcher's work based on the field study.

The following aspects were evident from the questionnaire:

The opinions of 96% of the sample agreed that the tourist guide in religious tourism should be fully aware of the shrines, sanctities, and religious shrines that are part of the tourism program, and this is consistent with the opinion of the researcher, as the tourist guide must be fully aware of these holy places and their history he also must answer all the questions directed to him by the tourist group regarding it. As 4% of the respondents, they answered that it is not necessary to know the tour guide in religious tourism if the guide has full knowledge of these shrines and holy places on the pretext that the tourist has prior knowledge of these holy places, and this is not true as the tour guide must be knowledgeable and knowledgeable Complete tourist attractions, especially those that are part of the tourism program.

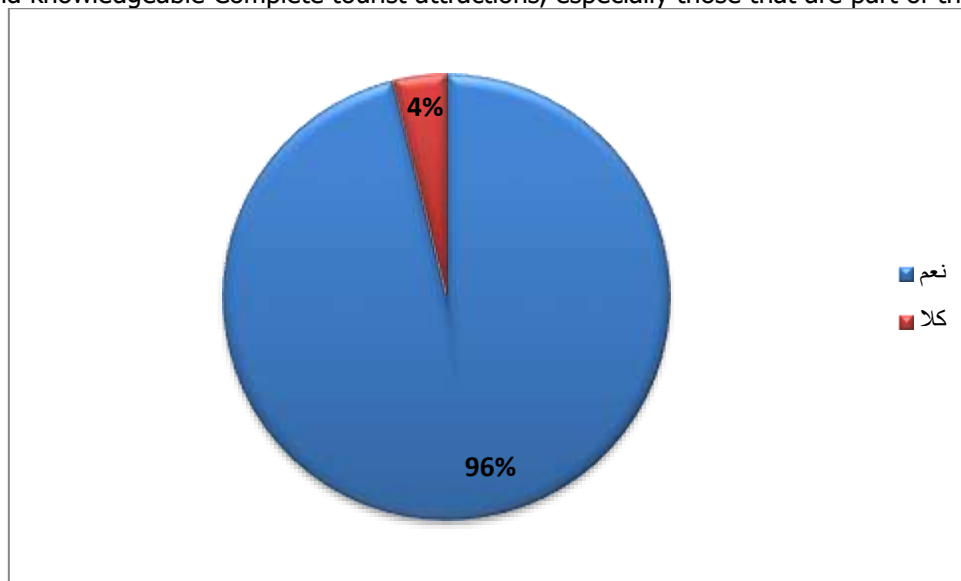
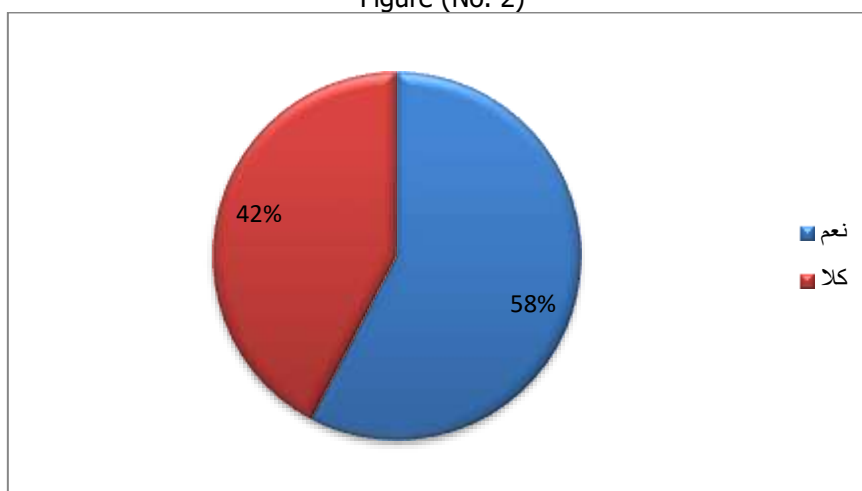


Figure No. (1)

As for the question: Is it necessary for the tourist guide in religious tourism to be of the same religion or sect of the tourist group, 58% of respondents indicated that the tourist guide in religious tourism should be of the same religion or denomination of the tourist group, because he has full knowledge and knowledge. with the sanctity of these places, while the other group of the sample, 42%, indicated that the tour guide should not be of the same religion or sect as the tourist group, because of the duties and attributes.

The tour guide should have full knowledge of these religious attractions, their importance to the tourist group, and their respect and sanctity without needing to be of the same religion or sect. We point out that one of the ethics of the tourist guide profession is respect for all faiths, denominations, races and nationalities.

Figure (No. 2)



All respondents indicated that the tourist guide in religious tourism should be fluent in the language of the religious tourism group because it is of great importance in the guidance profession. The work of advice cannot be integrated without proficiency in the language of the tourist group, especially in religious tourism, because it depends a lot on communication. Direct interaction between the guide and the spiritual tourist, especially when the tourist is in a country other than his own.

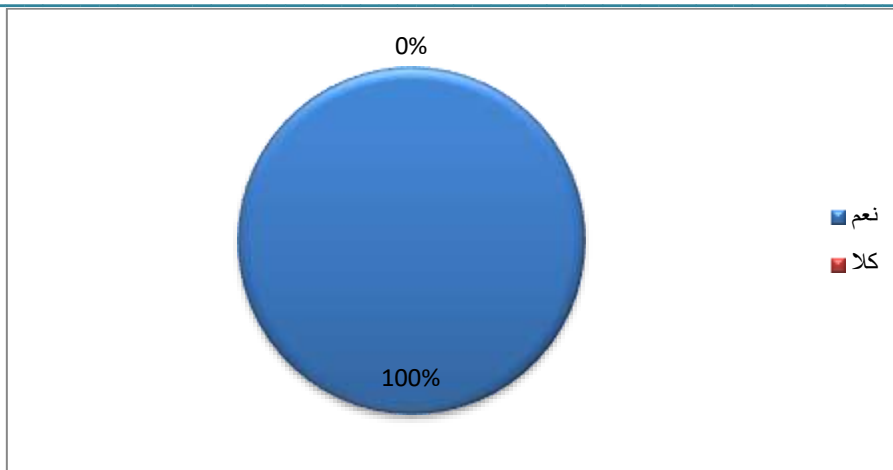


Figure No. (3)

They indicated 58% of the question that the tour guide should specialize in religious tourism because it has a unique pattern and may contain religious instructions and rituals. The tour guide should be specialized in religious tourism, while 42% answered that it should not be. The tourist guide specialized in religious tourism under the pretext that in the days of the tourist boom, we can seek the help of guides who are not specialized in religious tourism and that the focus must be aware of all types and patterns of tourism and the way to deal with every tourist. Tourism, because the spiritual tourist has requirements and desires that differ from the rest of the tourists in terms of other types and types of tourism, such as recreational, archaeological, etc., and the experienced guide on religious tourism through his experiences can provide what the spiritual tourist needs.

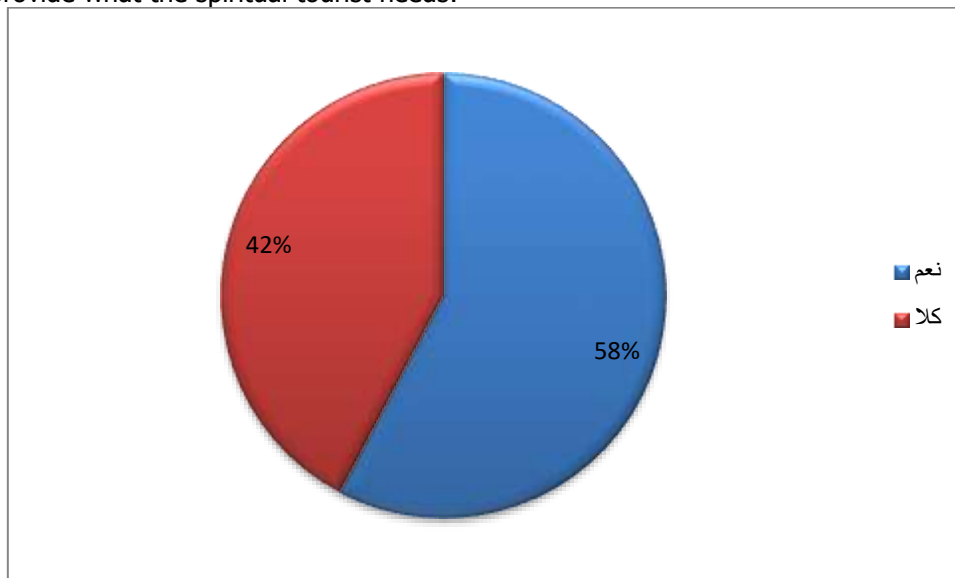


Figure (No. 4)

The percentage of respondents reached 77% who answered yes regarding the question that says: Are the capabilities and skills of the tour guide in religious tourism different from the abilities and skills of the tour guide in other types and types of tourism because the tour guide who always works in religious tourism has mastered the religious ceremonies and rituals on the one hand and the other Another thing is that this guide knows very well how to deal with religious tourists and their desires and goals from the visit. As for the remaining percentage of the sample, which is 23%, they did not agree with this question, under the pretext that in the peak of tourism, tourism companies may be forced to seek the help of any guide to conduct the company's work .

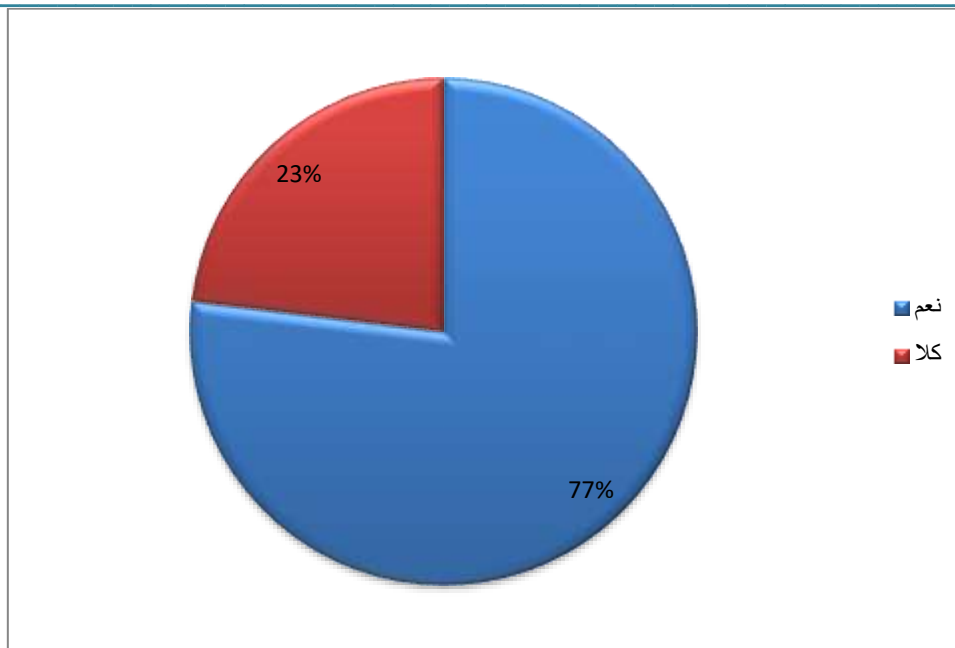
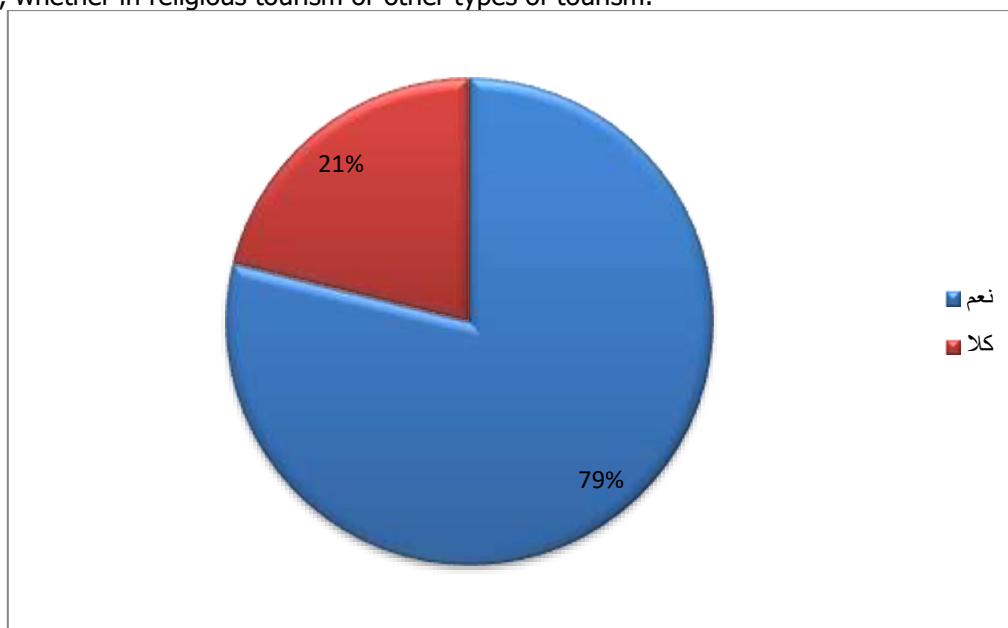


Figure (No. 5)

As for the question of whether the tour guide should be religious, 79% of respondents answered that he must be holy for the religious group to increase his confidence in him; in addition that he is aware of the importance of shrines and religious sanctities and understands the desires and needs of the spiritual tourist. The study sample answered "no" by 21%, according to their saying that one of the duties and qualities of the tour guide is credibility, trust, and high professionalism, whether in religious tourism or other types of tourism.



(Figure No. 6)

As for the question of whether the gender of the tour guide plays a role in influencing the process of religious guidance, 87% of respondents answered that the spiritual tour guide should be male because religious tourism involves hardships. The way of dealing with religious tourists is very appropriate for the focus to be male. As for 13%, they answered that there is no difference between being a male or female religious tour guide, and what is important is the extent of his professionalism and high experience in guiding religious tourism.



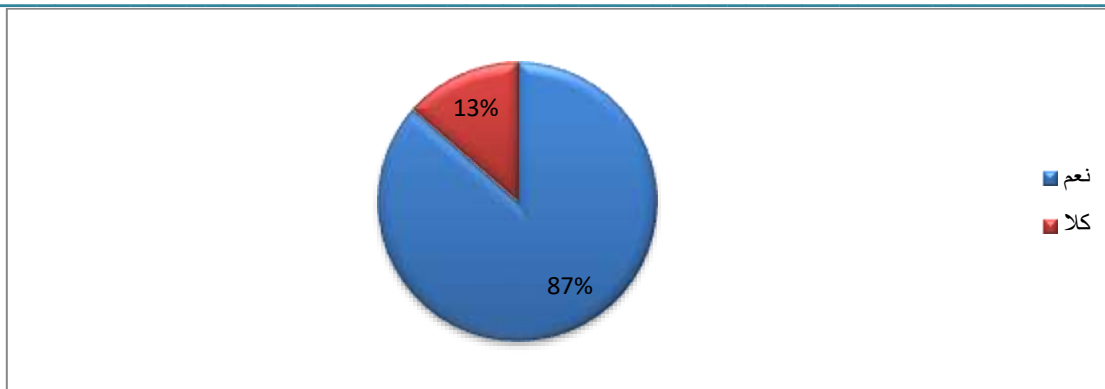


Figure (No. 7)

It was clear from the questionnaire that 85% of the study sample answered (yes) to the eighth question, which is, is there any importance to the external appearance of the tour guide in religious tourism; this is consistent with the opinion of the researcher, as the outward appearance of the spiritual tourist guide must be commensurate with religious tourism, And it may include a kind of solemnity as well as simplicity without exaggeration, and moving away from the youth fashion bike in the present time. As for 15%, they answered that outward appearance does not affect this tourism, under the pretext that his manner of dealing and professionalism is essential for the tour guide.

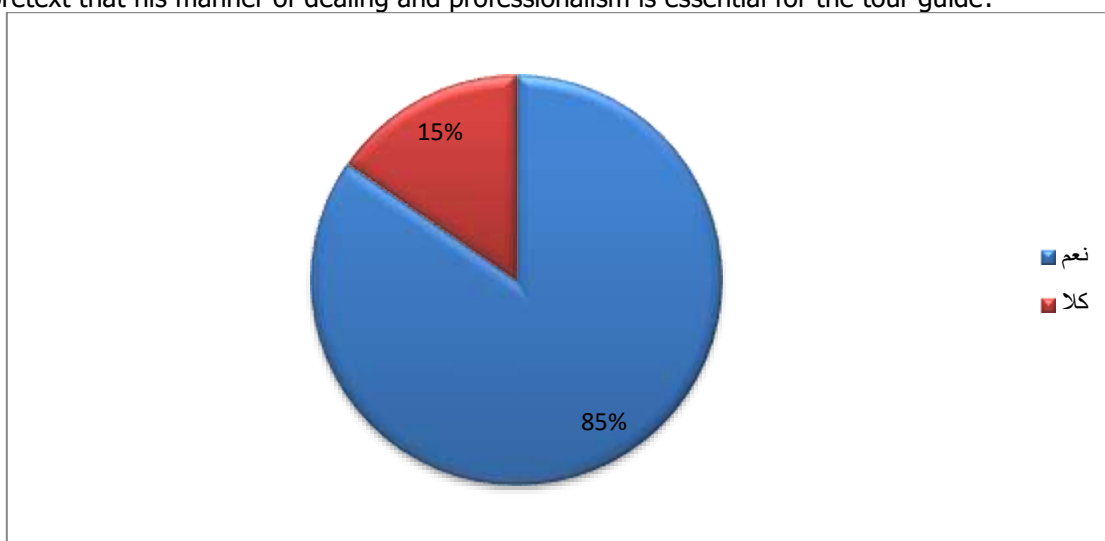


Figure (No. 8)

Should the tour guide be of the same nationality as the country of the religious tourism group? This was the ninth question in the questionnaire, and the percentage of respondents was 58% (yes). Their opinion was that it would be better for the tour guide in religious tourism to be from the same country as the tourist group, which is consistent with the opinion. The researcher is because he is closer to them than the guide from a country other than theirs. It is worth mentioning: Some ceremonies and religious rituals of the same religion may differ from one country to another. 42% answered that the tourist guide in religious tourism could be from a different country than the religious tourist group.

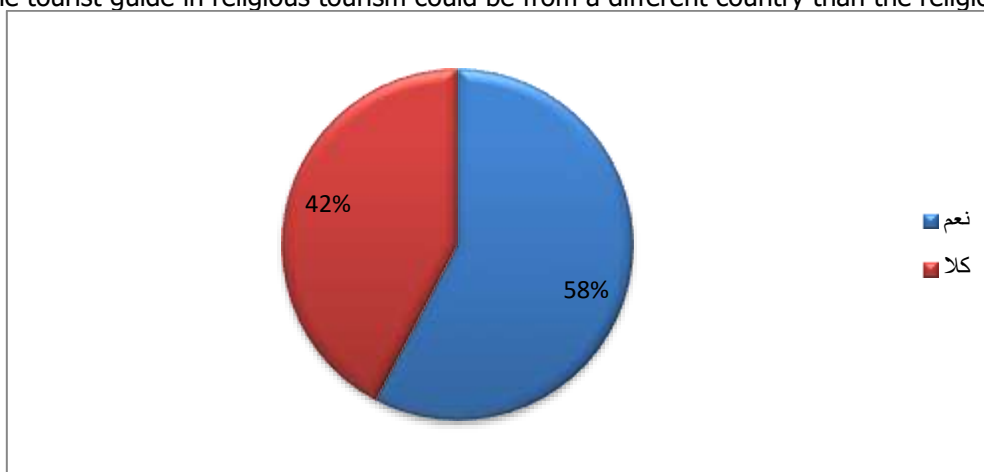


Figure (No. 9)

Should the tour guide be able to answer the religious tourist group's questions, which may be of a doctrinal or legal nature or related to the rituals and ceremonies of the visit? Religious tourism responds to tourists' questions, and this entirely agrees with the researcher's opinion. Likewise, most of the guides in religious tourism are well-versed in all the ceremonies and rituals of the religious tourism program because most of them have been working in these religious

programs for many years, and the same questions have been repeated to them. 8% answered that it is not the duty of the tour guide to have complete knowledge of religious questions.

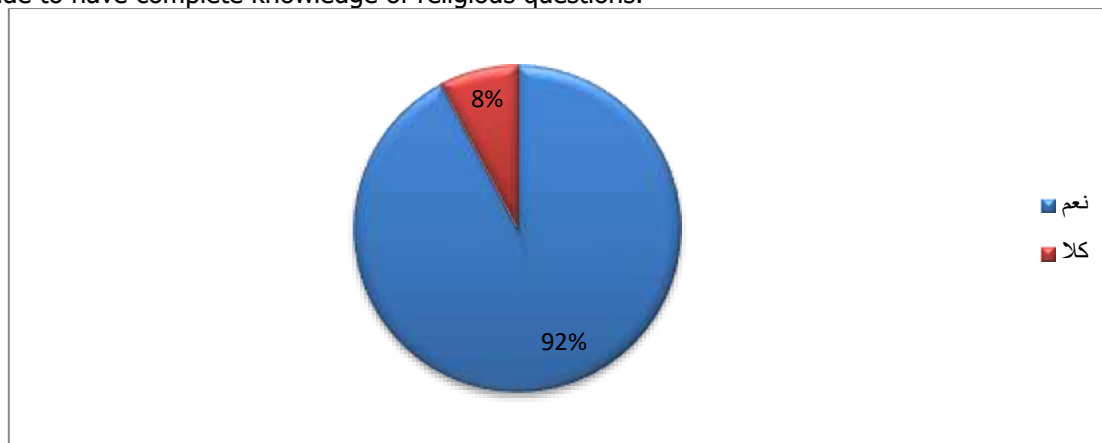


Figure (No. 10)

### CONCLUSIONS

- 1- The social importance of religious tourism is embodied in contributing to understanding diverse cultures, increasing the rapprochement between peoples and human civilizations, and mixing and enriching society culturally and socially.
- 2- The religious tourist has spiritual and religious desires and needs that must be met through this tourism, and the abilities and skills of the tour guide must be compatible with these needs and wishes.
- 3- The success of the religious tourism trip and the satisfaction of the spiritual tourist depend on the capabilities and skills of the tour guide, which includes his complete knowledge of the shrines, sanctities, rituals, and religious teachings contained in the tourism program.
- 4- Religious tourism is one of the most essential types of traditional tourism, representing an important and renewable source of tourism and a necessary element of popular and sustainable tourism attractions.
- 5- The tourist guide in religious tourism should be specialized in this tourism, and most of the principles working in tourism companies in the study sample are like that.
- 6- The external appearance of the tour guide is essential in religious tourism, and it must be compatible with the content and sanctity of this tourism, especially in the eyes of the tourist group.
- 7- The tourist guide in religious tourism has capabilities and skills commensurate with this tourism and its requirements. Most of the guides in this tourism are specialists working in most of the tourism companies from the study sample.

### Recommendations

- 1- The abilities and skills of the tour guide in religious tourism must be commensurate with the desires and goals of the spiritual tourist.
- 2- There should be training courses for tourist guides to introduce religious tourism and its implications.
- 3- Paying particular attention to individuals working in the field of research and development by adopting appropriate incentive systems, selective support for research, and increasing the percentage of expenditure on it to create a suitable environment that embraces technological innovation policies, exchanges experiences, and fills gaps in knowledge and information related to all indicators. It is developing and developing religious tourism.
- 4- Making globalization work in favor of the development of religious tourism through the measures taken by travel and tourism companies in coordinating their policies, which include the exchange of experiences and information, openness with the concerned parties locally, regionally, and internationally, and benefiting from what the other side possesses in this field, to develop the services provided, and ensure Its sustainability for current and future customers, taking into account the essential identity of the community.
- 5- Emphasizing the continuous development of tourism services provided to religious tourists and developing new tourism services that only existed previously to achieve further benefits for the tourist and increase the volume of expected tourism demand.
- 6- The need for travel and tourism companies to attract tour guides with high advantages in travel and local and international trips, especially religious tourism, and sincerity in work to outperform competitors.

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