



MODERN ARCHITECTURAL STYLE AND ITS IMPACT ON TOURISM ACTIVITY (NAJAF GOVERNORATE IS A MODEL)

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| Article history: | Abstract: |
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| <p>Received 20th August 2023 Accepted: 20th September 2023 Published: 21st October 2023</p> | <p>Geography can play an important role in the form and style of construction, as the study and selection of the optimal site for any tourism project must be taken into account as it gives the greatest return at the lowest costs. Tourism is a civilized way to develop culture among different peoples and societies, as tourist countries acquire cultural skills and different experiences from the tourists of the countries coming to them, such as language and sound ideas. Therefore, tourism occupies a distinguished position among economic activities, in addition to its cultural and civilizational effects, through various architectural buildings such as religious, archaeological, heritage and historical in the study area. Which is distinguished by its architectural richness and its cultural heritage. Given the importance of the study, the researcher focused on studying the related concepts and determining their role in spatial and tourism development. Najaf Governorate is one of the important provinces in the architectural style in terms of its religious, archaeological and historical importance, and the most important of them is the Great Mosque of Kufa, which is the fourth mosque and has an important and prestigious place as it is one of the oldest holy places, and the Al-Sahla Mosque is one of the most famous and greatest mosques that were built in Kufa during the century The first Hijri.</p> |

Keywords: Architectural, Tourism, Geography.

INTRODUCTION

Tourism is one of the economic sectors that has increased in importance at present, significantly and significantly, to increase the demand for it. Therefore, it is necessary to provide the tourist with a place to prolong his stay. This activity also improves communication between different social segments and groups with different customs, traditions, and patterns that increase—learning about the cultures and experiences of various countries and peoples. Tourism also calls for peace and achieving rapprochement between all the world's peoples, regardless of their cultures and religions.

The research aims to reveal the importance of architectural style, its impact, and its role in tourism activity, as tourism occupies a distinguished position among economic activities, in addition to its cultural and civilizational effects, through the various architectural buildings such as religious, archaeological, heritage and historical in the study area, which gave it a unique specificity, especially the presence of advanced modern facilities. Geometric shapes and systems prompted researchers to study this aspect in detail in some studies, but from a point of view different from the tourist view through its role in supplementing and increasing the promotion of tourist attractions. Through this study, the researcher saw the importance of studying the role that architectural form and style play in Tourist attraction and product promotion as a natural, booming market that supports the economy of any region of the world on the one hand and the country's economy.

The research problem was (Does the modern architectural style impact the development and activity of tourism in Najaf Governorate?)

RESEARCH HYPOTHESIS

(The architectural style has a significant impact on the development of tourism activity by providing infrastructure for tourists.)

The importance of searching

1- Defining the concept of architectural style and model

2- Explaining the importance of modern architectural style and its impact on tourism activity in the study area

Search structure:

The structure of the research dealt with three sections. The first section studied the modern architectural style, its concept, and its importance. The second section focused on learning about tourism activity, the vision, reputation, goals, and types of tourism. The third section dealt with natural and human factors, and the fourth section dealt with the impact of the modern architectural style on tourism activity in the Holy Najaf Governorate. It also dealt with The research highlights the most important results and proposed solutions, as well as sources and references.

CHAPTER ONE

Architectural style, concept, and importance

First: architectural style:

It is the external form and internal content of each building, and it usually carries an idea, belief, or culture expressed by this style, its apparent or essential aspects or content, or what was hidden in some of its folds. Also, the behaviors of the local community and their awareness of the importance of these sites and cooperation with the authorities responsible for development are considered among the most critical factors. This affects the development process, in addition to their awareness of the importance of the tourism product, its marketing, methods of displaying it, and their sense of the returns accruing to them through their participation in the development process. Hence, it was necessary to reconsider and think about the various fields of tourism and prepare the tourism product to return to the tourism industry market strongly through the strategy that The Ministry of Tourism and Antiquities adopted by supporting local communities and using tourism as an essential element in combating poverty and unemployment. The Ministry of Tourism has carried out many studies that have resulted in a group of projects aimed at creating a new tourism product linked to the culture and civilization of Jordan and local communities, in addition to creating this product with all its originality to contribute to the tourism industry.

Architecture is the art and science of designing, planning, and constructing buildings and facilities to cover a person's material or moral needs using different construction materials and methods. The field of architecture expands to include various fields of knowledge and humanities, such as mathematics, science, technology, history, psychology, politics, philosophy, social sciences, culture, and art in its comprehensive form (1).

Art and architecture are not just forms and formations; they are emotions and souls embedded within those forms, and they cannot be understood or perceived unless they are viewed through their reality or their cultural, psychological, and symbolic background (2).

The style is the result of the experience of architects that have reached a stage of consistency and stability in a particular era, which characterizes the buildings of one period in general, and it is not correct to apply it to other generations. Otherwise, it would be artificial and false, given the changing circumstances and human needs. The most precise architectural elements of buildings, such as columns, are called "columns." Pharaonic - Doric - Ionic - Konthi...) as the entire installation and even the city is called (3).

In its emergence and development, style is linked to engineering and visual systems, and this indicates that sort is tangible and tangible and can be calculated because it involves a kind of calculation. Style may be understood as the superficial appearances and details taken from previous architectural works that characterized specific eras across specific periods, such as the Pharaonic, Greek, and Roman styles. (4).

The single style begins with an experimental period of modification and correction until the architects' experience increases and their ability to solve the solution and its validity increases. Then, the buildings of the single era crystallize in a general form that becomes their style (5).

As time continues to pass, new conditions, needs, and possibilities emerge that require re-study and experimentation, so a new experimental period begins, and buildings acquire a unique style.

The use of a specific style as happened in Europe since the middle of the eighteenth century, but we found them all simultaneously, and their use prevailed in the Islamic style. Among the techniques that Egypt knew was the new Greek style, the unique Renaissance style, and three types of this style appeared in Egypt: The modern French Renaissance style, after which the Abdeen Palace was built. Among the features of this style are flat surfaces devoid of details. It was characterized by sobriety and austerity and was similar, in this way, to the works of the men of the classical romantic movement, which was also marked by the lack of decoration and the use of precise geometric shapes. The style of the Renaissance era. The new Italian Renaissance, the new English Renaissance style (6).

It results in the disappearance of local architectural styles with an Arabic flavor. We see Elias Al-Ayoubi describing this by saying (however, the craftsmanship of making mashrabiyyas and the artistry in them began to disappear little by little and was replaced by Western-style artistry until the price of just a sample of the old artistry became more expensive than the price of the entire window. During the reign of Ali Bey al-Kabir and Muhammad Bey Abu al-Dhahab (7)

As a result of the radical change in social activities and consequently in daily and public activities, the concept of many of the functions of public buildings that existed before the era of Ismail has changed. The most prominent example is the transformation that occurred in the process performed by the khan or the agency, which turned into the hotel. The first hotel that appeared in Egypt, the Shepherd Hotel, is an example of this change, in which social activities were practiced in its new European dress in Cairo (8). The function of the bipartisan was also changed to the hospital. The bimaristan was usually attached to one of the religious facilities, such as the bimaristan of al-Qalawuni in Cairo, where the sick, poor, and rich were treated for free at the expense of The endowments of the Bimaristan, which the wealthy people constantly increased, which provided a high degree of social solidarity. As for the type of

hospitals, medicine turned into an economic investment after it had been practiced from a humanitarian perspective in Islamic civilization and architecture.

From the above, it can be said that architecture may be understood from two fundamental aspects: "place" and "form." The first is related to a person's orientation in the environment around him (including the functional patterns of his actions), and the second is related to his knowledge of environmental characteristics (including his need for expression). However, both aspects are general and detailed. Since spatial organization is not only a series of situational functions but also a general concept of spatial situation.

CHAPTER TWO

Tourism activity in terms of concept, importance, and types of tourism

The word "tourism" is mentioned in the Holy Qur'an in several sources, including the Almighty's saying in Surat Al-Tawbah, "The repentant, worshipping, praiseworthy women who travel" (10), as well as in Surah Al-Tahrim, the Almighty's saying, "The repentant, worshipping women who travel" (10).

In Arabic, tourism means hitting the ground and flowing, so it is said that the water has flowed, meaning it has poured on the ground, and likewise is tourism with the opening of the *yā'*, meaning gold. Some view tourism as a social phenomenon, others as an economic phenomenon, and some focus on its role in developing international relations or as a factor in human relations (11).

As for the word tourism in Latin and other languages, it is known as *tourism*, a new word in these languages, and English, it is derived from the word to *tour*, meaning to go around, and known in French as *more challenging*, both of which are taken from the Latin phrase *touristik*, which has the same meaning (12).

Tourism has been known as a human phenomenon and a basic social need and priority in light of the complexity of life circumstances. In addition, it can be an essential resource that countries rely on in building their economies through its active role in achieving the desired goals of their development plans (13).

The International Academy of Tourism defines tourism as an expression given to recreational trips, which is a group of human activities that work to achieve this type of trip, and it is an industry that contributes to satisfying the tourist's desires. The Organization for Economic Cooperation and Development defined it as an industry that depends on the movement of people more than goods (14). In contrast, the International Alliance of Journalists and Tourism Writers defined tourism as moving for any purpose outside the surroundings to which he is accustomed, taking advantage of his free time to satisfy his desire and his need for rest and recreation (15). The British Association defined tourism in 1981 as a group of unique and selected activities that take place outside the home, including accommodation and staying away from home (16). The United Nations defined it as (a temporary voluntary move from one area of permanent residence to another site to satisfy a need or desire) (17).

Tourism development is the main factor in the primary environment of the economy in terms of its importance in marketing, sales, management, planning, and strengthening economic ties between countries (18). Despite the financial aspect, which is often given to the social part of tourism, it has particular importance because social variables or factors play the most prominent role in the behavior of tourists and tourism products.

TYPES OF TOURISM

First - Domestic (local) tourism: -

It means the movement of individuals within the same country, that is, the movement of citizens of the same state within their country. Despite the agreement on this concept, there is a difference between countries in the definition of a domestic tourist, as in some of them, he is defined based on the period he spends away from his permanent or usual residence and for others. For work purposes, this tourism is characterized by (19): -

- 1- Increasing tourism investments and attracting local capital.
- 2-Economic recovery of tourist areas in the country.
- 3- Providing job opportunities in tourist areas.
- 4- Raising cultural, intellectual, and tourism awareness among citizens.
- 5- Creating opportunities to promote the country's citizens to remove scenes of fatigue, which is the reaction of production.
- 6- Activating various industries directly or indirectly related to tourism.
- 7- Creating a kind of national unity among citizens by increasing tourist areas.
- 8- The role of domestic tourism in family cohesion in the local community.
- 9- Improving and developing the state's infrastructure.

Second: Foreign (international) tourism: -

It is the activity of moving and residing across the borders of different countries and continents. Most countries in the world are looking for this type because it is an industry and represents national economic income for the state.

Foreign tourism also increases the national income assets of countries receiving tourists. Improving the efficiency of life, represented by a higher level of income. And it is strengthening the preservation of heritage due to the demand of tourists for it. It also supports tourists with local culture and leads to preserving heritage and creating job opportunities for citizens. Paying attention to modern scientific methods of tourism promotion and marketing increases the average income per capita. And it was increasing science, knowledge, and seeing other countries and peoples for tourists.

CHAPTER THREE

Natural and human factors affecting architectural style

First: The natural characteristics of the study area:

The built environment is a product of the interaction between the natural and human environments, which ensures the availability of opportunities for growth and development through a series of urban clusters through which it reached what it is now. According to the difference in the natural environments, the built environments differed, including the human settlements that appear in them. The built environment is considered the finest. Images of human adaptation to the natural environment, as man has tried, throughout his long history, to harness it to his advantage within the limits of his capabilities, mental abilities, and economic, cultural, and touristic level, and the one who produced his built environment (20)

1- Location and area

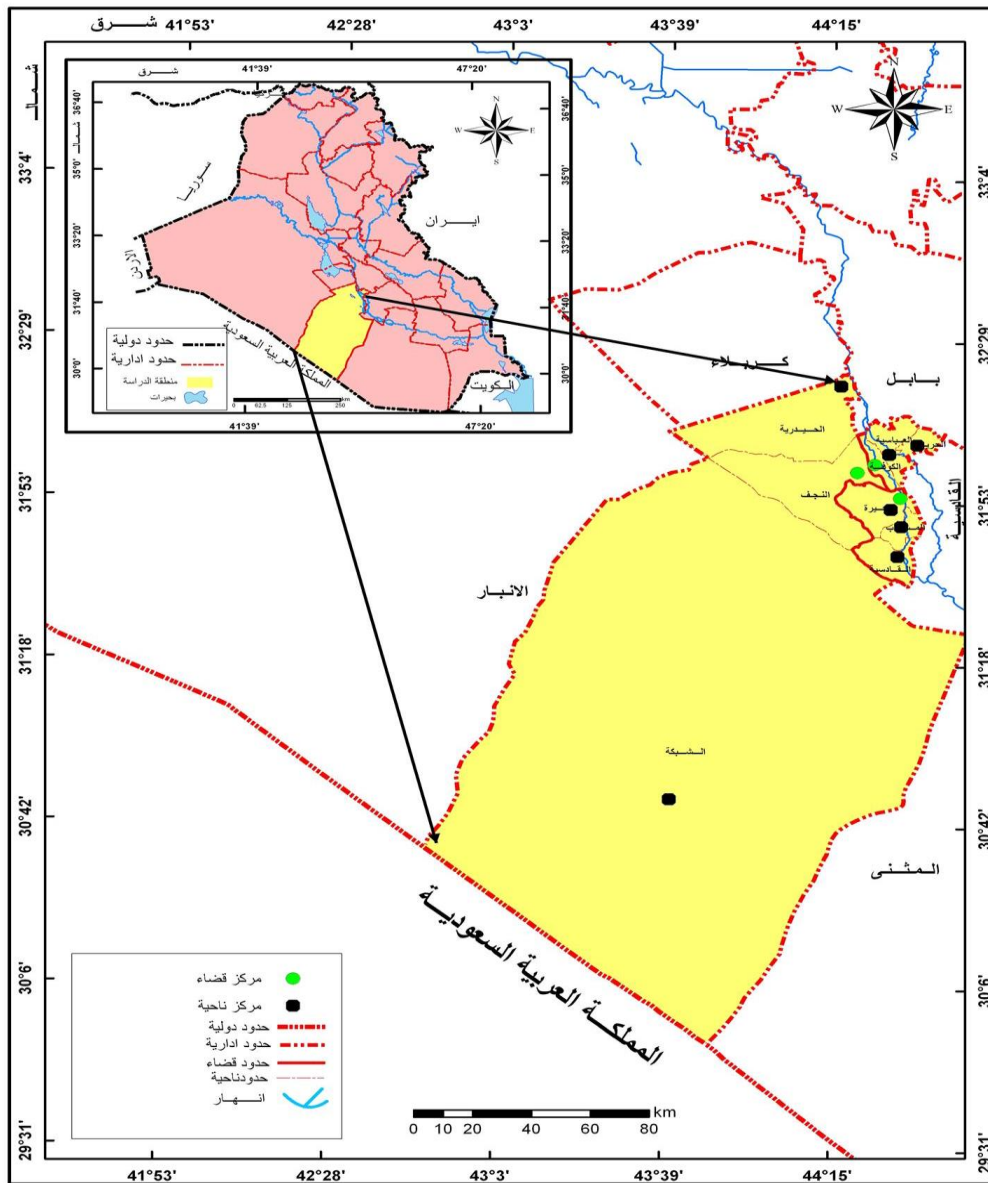
It is associated with geographical phenomena and is considered one of the leading natural components that the geographer is interested in. It is the study of geographical elements, the most important of which is location and location. Its importance lies in knowing the reasons that led to the emergence and development of the governorate. It constitutes the cornerstone of the geographical analysis of any political and administrative unit, and it greatly influences the life of the governorate. The areas of the spread of human civilizations were created through man's influence, and the climate of places within a single latitude circle differed. He is responsible for population distribution.

Najaf Governorate is one of the governorates of the Middle Euphrates. It is administratively bordered to the north by Karbala Governorate, to the north-east by Babil Governorate, to the east by Al-Qadisiyah Governorate, to the southeast by Al-Muthanna Governorate, to the south and southwest, it represents Iraq's political borders with the Kingdom of Saudi Arabia, and to the northwest it borders it. Anbar Governorate, as shown on map (1).

Najaf Governorate is located in the central-western part of Iraq, between longitudes (45.44 - 42.50) east and latitudes (32.21 - 29.50) north (21)

The location of Najaf Governorate has a rectangular extension, as shown in Map No. (1) and (2), and its short side is the governorates of Babylon and Karbala. Its eastern side is represented by the borders with the Al-Qadisiyah and Muthanna governorates, while the borders with the Al-Anbar Governorate represent its western side. The study of the governorate's location and its borders has a spatial meaning because it is an essential element in drawing the character of the governorate's administrative territory, and the study of the location is a study of spatial relationships in their natural and economic concepts, as the diversity in the sections of the governorate's surface represents an advantage of the location of the study area, which consists of two sections, the alluvial plain and the western plateau, and it reaches The size of the governorate is (39,346) km², which represents a percentage of (6.6%) of the total area of the country, which amounts to (435,052) km² (22).

Map (1) Location of Najaf Governorate in Iraq



-Republic of Iraq, Ministry of Water Resources, General Authority for Survey, Najaf Governorate location map of Iraq, at a scale of 1/1000000, Baghdad, 2020.

In light of the current administrative borders of the governorate, it must be pointed out here that there is an amendment to the administrative boundaries of the Najaf Governorate, where the Al-Hira district* was abolished and attached to the Manathira district, where the governorate includes nine administrative units according to the results of the 1997 census instead of ten administrative units according to the results of the census of 1977 and 1987, including Three districts: The center of the Najaf district is the largest population center in the governorate, and this is due to the religious and historical factor, followed by the center of the Kufa district, and then the center of the Manathira district, in addition to the sub-districts affiliated with each of the centers of the previous sections. The area of Najaf Governorate is (39,346 km²) ** The total length of the borders of the study area is approximately 805 km, of which 130 km are common borders with the Kingdom of Saudi Arabia, 195 km with Al-Muthanna Governorate, 130 km with Al-Qadisiyah Governorate, 75 km with Babylon Governorate, and 60 km with Karbala Governorate and 215 with Anbar Governorate. About 5% of the governorate is located within the alluvial plain, while the rest is within the Western Plateau (23), map (2).

Table No. (1): Administrative units and population in Najaf Governorate for the year (2020)

| Population size | Area km ² | Administrative unit | Center |
|-----------------|----------------------|---------------------|--------|
| 856.706 | 1133 | M. Q Najaf | Najaf |
| 61.317 | 1228 | N. Al-Haidariyya | |
| 513 | 25400 | N The Check | |

| | | | |
|----------|-------|-----------------------------|--------------|
| 1431.023 | 27761 | Total Najaf District | |
| 268.538 | 129 | M. Q. Kufa | Kufa |
| 105.348 | 205 | N Abbasiya | |
| 35.21 | 111 | N Freedom | |
| 409.096 | 445 | Total Kufa District | |
| 104.014 | 88 | M. Al-Manathira S | Al-Manathira |
| 104.014 | 266 | N Confusion | |
| 208.028 | 354 | Total District Of Manadhira | |
| 44.704 | 114 | N Mishkhab | Al-Mishkhab |
| 52.459 | 150 | N Al-Qadisiyah | |
| 970163 | 264 | Total District Of Mishkhab | |
| 2092.851 | 57648 | The Total | |

Sources based on: Maryam Salem

The population of Najaf for 2020 is 000,000,000 people according to the amendments of the Ministry of Planning, the annual statistical compilation for 2004.

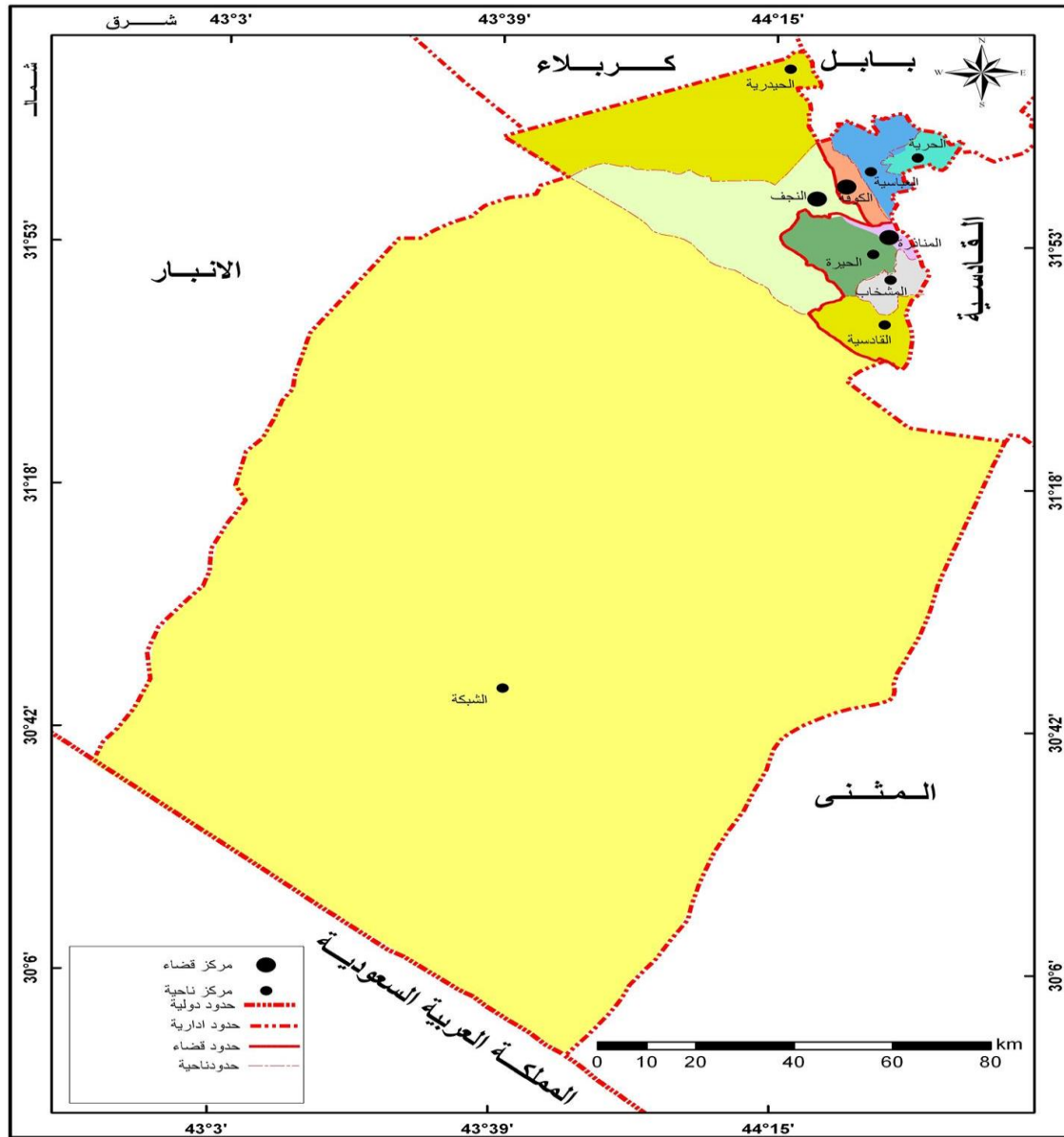
The population of Najaf Governorate for the year 2020 was estimated based on the numerical series method according to the following equation:

$$L1 = A + (n - 1) D$$

L1 = last census, A = previous census

n = number of years between the two censuses +1, d = annual increment

Map (2) Administrative units in Najaf Governorate



- Republic of Iraq, Ministry of Water Resources, General Authority for Survey, map of administrative units in the Najaf Governorate of Iraq, at a scale of 1/500000, Baghdad, 2020

-2Geological structure:

The importance of the geological structure of the governorate’s location is united by its external appearance due to the impact it has on determining the nature and composition of the rocks, its role in stabilizing the area, and the properties, texture, and design of the soil that provides the possibility of starting to build architectural units, in addition to its role in determining the level of groundwater levels and its impact on the development of The foundations of the building and its chronological age.

The site of the study area consists of a plateau with clay and sand formations dating back to ancient geological eras, the surface of which is covered by a layer of secondary gypsum mixed with clastic rocks of sand and silt. The plateau also includes deposits dating back to the Quaternary era, and in general, it consists of fragile sediments and a mixture of sand. And gravel, with a predominance of sand formations, and other rocks such as silty mudstone and silty siltstone. It is also found in the city’s geological structure, the gypsum crust, the deposits left by the valleys for erosion terraces, and aeolian sediments.

This composition helped provide raw materials for construction, such as sand, gravel, clay, gypsum, and rocks, which contributed significantly to the urban construction movement that the city has witnessed from the 1980s until now, with increasing rates due to its polarity characteristic (24.)

-3Climate:

The climate, with its various elements, directly impacts the activities practiced by man and the patterns and architectural style of his settlements, in addition to his private residence and the type of material he uses in construction. Climate is considered one of the most essential elements of the natural environment in its interaction with other natural and human elements, as no planning work is guaranteed success without Putting climate in its

calculations as the most critical determinant of planning, whether in the direction of the sun's rays and the number of hours of sunshine or in the movement of the wind, the percentage of humidity, the types and quantities of precipitation, and the results resulting from that, based on the close connection between planning and the prevailing climatic characteristics and the dictates of the necessity of studying the local climate of the governorate (25)

A- Solar radiation

Solar radiation is the primary and influential factor in climate, as the amount of solar radiation is determined by the general distribution of temperatures above the Earth's surface according to the location of latitude circles, which controls other climatic elements. Solar radiation is absorbed by the ground and air, and through it, heat is produced (26)

Table (2) Monthly and annual averages of actual and theoretical brightness hours in Najaf Governorate for the period (1988-2020)

| Total solar radiation, theoretical brightness/hour, actual brightness/hour | Total solar radiation, theoretical brightness/hour, actual brightness/hour | Total solar radiation, theoretical brightness/hour, actual brightness/hour | Months |
|--|--|--|-------------|
| 6.3 | 10.13 | 11.5 | January |
| 7.1 | 11.05 | 14.19 | February |
| 7.9 | 12.00 | 17.75 | March |
| 8.3 | 12.05 | 21.61 | April |
| 9.4 | 13.45 | 23.91 | Mays |
| 11.1 | 14.12 | 26.46 | June |
| 11.4 | 13.57 | 27.10 | July |
| 10.9 | 13.19 | 24.98 | Dad |
| 10.0 | 12.20 | 21.53 | September |
| 8.1 | 11.25 | 16.18 | October |
| 7.0 | 10.28 | 12.43 | November |
| 5.9 | 10.00 | 10.12 | December |
| 8.62 | 11.94 | 18.95 | Annual Rate |

Source: Based on the Ministry of Transport, General Authority for Meteorology and Seismic Monitoring in Iraq, Climate Section, unpublished data 2021

B - Wind:

The study area is one of the hot, dry areas, and therefore it needs greater air movement in order to renew the air of the city in general and housing in particular, and reduce its temperature. From this standpoint, the wind factor must be taken into account when planning cities for various uses, including industrial and tourist sites. Residential areas that need fresh air and green areas that provide an outlet for the city, as well as determining the width and directions of streets and even determining the heights of buildings and their facades (27).

The table shows the annual and monthly average wind speed in the study area

Table (3) Monthly average wind speed (m/s) in Najaf Governorate for the period (1988-2020) AD

| Average wind speed m/s | Months |
|------------------------|-------------|
| 1.1 | January |
| 1.5 | February |
| 1.9 | March |
| 1.9 | April |
| 2.0 | Mays |
| 2.6 | June |
| 2.6 | July |
| 2 | dad |
| 1.5 | September |
| 1.3 | October |
| 1.0 | November |
| 1.0 | December |
| 1.7 | annual rate |

Source: Based on the Ministry of Transport, General Authority for Meteorology and Seismic Monitoring in Iraq, Climate Section, unpublished data 2021

4- Soil:

Soil is one of the most important natural elements. From it, humans generally obtain their food and build their facilities. The importance of soil varies from place to place and from time to time according to its properties and wealth. In general, the texture and structure of the earth are more important than the degree of its fertility in urban use because it determines the degree of soil tolerance for the structures built on it. Areas suitable for constructing multi-story buildings should be within particular specifications in the texture and design of their soil. As for the type of soil occupied by the location of the study area, it is Desert soils characterized by their shallow depth, not exceeding 25 cm. They are primarily of rough materials and have a weak structural composition. Gypsum is found at depths close to the surface. It contains denuded gypsum materials with high percentages of salts exposed on the surface by air erosion. Large stones and barren rocks cover large areas.

These soil components and the nature of its internal structure have benefited the city in two ways: the first is the provision of building materials, and the second is the ease of digging shelters (basements) as one of the architectural measures to confront thermal extremes and get rid of its adverse effects. In general, the impact of natural factors on the city's development and growth trends can be summarized in several points:

- 1- Directing the city's growth in specific directions, especially its north and northwest.
- 2- Using local building materials in the urban structure of the city, such as rocks and plaster. . .
- 3- Design the building to suit the prevailing natural conditions, especially in the old city.
- 4- The height of the buildings in light of the geological structure (28).

Second: Human characteristics of the study area

1 -: Economic impacts:

The economic effects contribute to increasing the importance of tourism, as it is the source of income for all tourism activities and individual income from transportation, facilities, services, etc., as well as providing job opportunities, which reduces the unemployment crisis, raises living standards, and raises occupancy rates for various shelter centers throughout the year. The tourism product is mainly based on services. And intangible wealth, such as tourism uses of the climate, archaeological monuments, etc. Tourism is an effective and influential tool in establishing and developing industries (29).

2-Social, cultural, and political influences:

The social and cultural effects are represented in the importance of tourism, as it leads to the development of tourism and cultural awareness among citizens, increases their connection and sense of belonging to their homelands, and preserves their heritage and antiquities. It also increases the continuous interest in maintaining facilities, improving services in various tourist areas, and preserving and developing handicrafts. The low level of tourism awareness among the public is one factor that hinders tourism from performing its role in developing and improving society and one of the serious factors that causes the tourism product to lose its most essential components that distinguish it. Therefore, achieving tourism quality is an important task that leads to the advancement of the social and behavioral level of countries towards tourists and the impact of "hosts" on them through tourists' interest in the behavior of the hosts, which leads to the advancement of their positive prevailing social patterns. However, tourism expansion must be accompanied by a process of defining national states and developing cultural values, and this always appears in the work of countries receiving tourists to revive their traditions, architectural heritage, industries, and handicrafts. Activities and folk arts, moving in this direction, achieve an influential role in protecting cultural values. Tourism activity also enhances opportunities for human understanding and communication and deepens the bonds of cultural exchange and thinking between people.

Third: Environmental impacts:

Tourism activity increases interest in and preservation of the environment because it is a tourism resource. It also deepens human environmental awareness to preserve the environment and increases interest in the background and its protection against air, water, and visual pollution. It also increases the preservation of heritage and traditions because adherence to practices increases the demand of tourists to the country, accompanied by increased discrimination from other countries.

the fourth chapter

The impact of modern architectural style on tourism activity in Najaf Governorate

The architectural style is closely intertwined with tourism activity, as the tourist facility, including hotels, resorts, and all other facilities, must be built according to prior studies because of the tourist's desire for the spaciousness of the place, as well as for the luxury within the tourist facilities. Many countries have placed among their first concerns thinking about the tourism industry, and I looked into the essence directly, not as we believe. We are good only at the front of the hotels and the reception without paying attention to the content of the hotels as a whole, so the tourist today, especially the expatriates (for domestic tourism), as soon as he sees the hotel at first glance, is impressed. After agreeing on the price, he sees how bad the urban planning systems are. One of the things that hotels have is the view of the tourist destination, which all hotels must plan accordingly, as well as the internal corridors and sanitary facilities in the basic design. The evident and excessive defect does not separate women from men; no architectural study is based on Islamic culture. In many hotels today, there are banquet halls. It does not consider the city's Islamic appearance, so many concepts combined to form a clear structure for tourism. Perhaps the most important of them is the development of urban maps for the construction of hotels and the extent of their appeal to tourists. Among the most important sites that were influenced by the architectural style are

First: The shrine of Imam Ali (peace be upon him)

Islamic architecture has its characteristics, such as using many geometric shapes and rich, precise details. Despite the differences and distinctions of Islamic architecture, the architectural style has only appeared by drawing some inspiration from previous classes. Islamic architecture has drawn some inspiration from architecture.

Hindi and Persian: Despite these influences, This Islamic architecture was an expression of the existence of Islamic art, which is an expression of a trend in studying Islamic artistic monuments from the aspects (material, industrial, historical, and civilizational) and other elements of knowledge, which were different subjects, paved the way for the emergence of Islamic art as a subject. One of the topics of archeology is becoming part of the concept of Islamic art and, therefore, historical studies of human art.

Its cognitive transition is decisive, from being a material, concrete concept that expresses: (relics, products, artifacts, and beautiful antiques) related to Islamic artistic and cultural creativity to its becoming a theoretical concept, a cognitive impact, and a philosophical topic based on (30). We can see four main designs of Islamic architecture: the mosque, the palace, the castle, and the shrine. All buildings built in the Islamic architectural style often have one of these designs. From the dawn of Islam until the present day, many buildings have been constructed in the Islamic architectural style, but mosques are often the most famous of these buildings.

Do not forget some other distinguished examples (31), as the shrine is one of the forms of Islamic architecture. Its role is to highlight the Islamic spirit that expresses high moral meanings of the place, as the scene of the Imam is located in the middle of a tremendous rectangular courtyard in which the creativity of the art is evident. It consists of two layers with a height of about 35 meters. The length of this courtyard is (82 meters) and its width is (77) meters. Each of these sides has 14 iwans, and in each iwan is a room that is the tomb of a famous person. In the second layer, several iwans and rooms are equal to the number of iwans and spaces in the lower layer. The courtyard is furnished with white marble and has five doors. Its walls are covered with colored faience bricks, and you can find Quranic verses on the edges of the upper walls.

Underlined with interlaced Arabic letters.

In the Islamic world in general and the Shiite world in particular, the place constitutes a great place of sanctity that expresses the Islamic narratives and is accompanied by concerns about the site on the level of urbanization and religious emotions that Muslims express and in which great holiness appears. The Islamic architecture of the place has demonstrated the position that the Imam occupies in the hearts of the believers.

Picture (1) The shrine of Imam Ali Hadith



2 - Kufa Mosque

Mosque is an Islamic word that was not known before the emergence of Islam. The name and what is called it came with the emergence of Islam. The mosque is every place in which one prostrates and worships. So, the word was used to refer to Islamic places of worship initially.

Al-Zajaj said: "Every place in which one worship is a mosque. Do you not see that the Prophet (may God's prayers and peace be upon him) said: "The earth has been made a mosque and a purification for me." Then it was said: "The Grand Mosque, the Congregational Mosque, and the Greatest Mosque." Then the word Al-Jami' appeared, and it is an attribute of the mosque, but it is described in that way because it is A sign of the meeting. Every city had one mosque, that is, Friday prayers were held in it, so every mosque was a mosque, "and not every mosque was a mosque." As the city's population increased and its area expanded, it was necessary to establish more than one mosque, and we can determine the birth of the word mosque in Egypt approximately in the year 485 AH. That is, the time of the Fatimids, as was mentioned in the founding painting of the Al-Meyyas Mosque, the ruins of which have faded today (32).

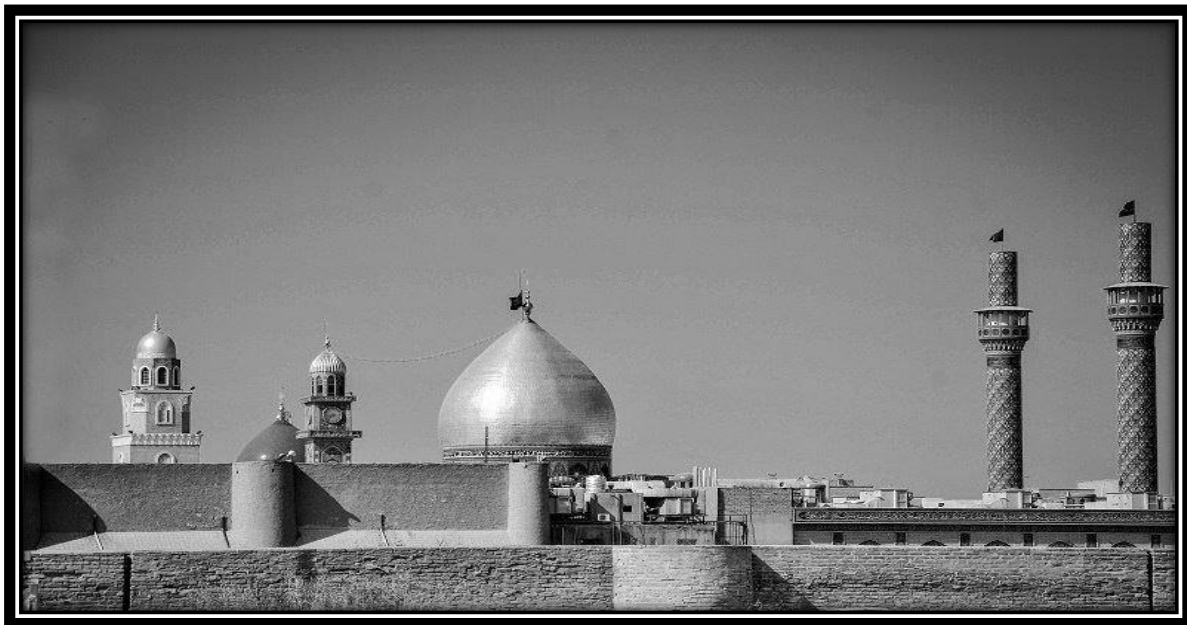
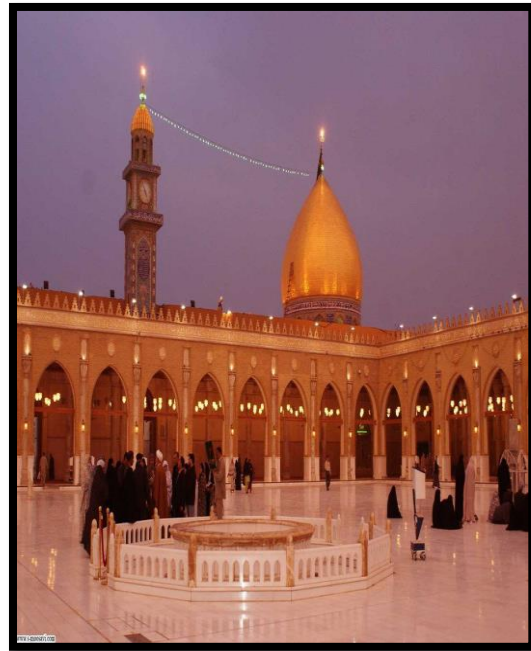
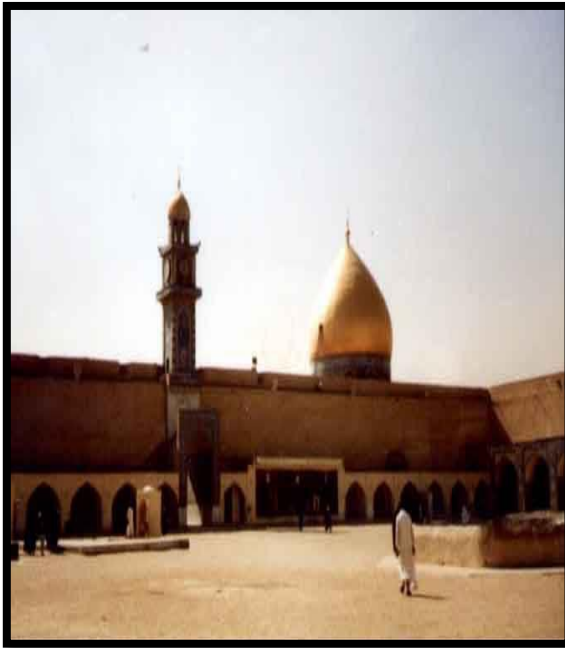
The mosque occupies a lofty position among Arab architectural facilities, and it may not be an exaggeration to say that the architecture of the mosque is the foundation upon which the architecture of other facilities was built; even if the architecture of the mosque began simple, far from affectation and complexity, as the first mosques were a square piece of land surrounded by a wall. Or a ditch and its roof were supported by columns made of palm trunks or columns transferred from other buildings, as in the Grand Mosque in Sana'a around (6 AH), the Basra Mosque (14 AH), the Kufa Mosque (17 AH), and the Amr bin Al-Aas Mosque (21 AH). It became the Prophet's Mosque, with its layout with a courtyard and a shade of the qibla. With the other entrances, it was a model to be emulated by successive generations of Arab architects in the east and west of the Islamic world, with the addition of some modifications that were taken from the local style in each region until the iwan plan appeared that accompanied the emergence of the school, which consisted of an open courtyard surrounded by four facing iwans, where the two styles became. Together, they were used as a nucleus for building mosques from the fourth century AH / tenth century AD.

Despite the disappearance of the first Islamic mosques, the Arabic references preserved their first descriptions and the changes and additions made to them, and excavations and excavations in their sites have revealed many of their remains.

Then, the third style appeared, which consisted of two parts: the prayer house, which is surmounted by a vast dome surrounded by semi-domes, and the second part, an open courtyard surrounded by porticoes. This style appeared in the second half of the seventh century AH / thirteenth century AD.

The mosque was, and still is, in some cities, the beating heart of cities, as markets and shops were built around it, sellers and merchants gathered around it, buying and selling operations took place, and deals were concluded. The mosque also had its military importance, as brigades for jihad were held in it. It also had political significance, as pledges of allegiance to the caliphs were made in it. Princes and princes used to consult Muslims about matters of their religion and world, and judicial and scholarly councils were held there. Therefore, Muslims were interested in building the mosque, preserving it, and taking care of its decoration and elegance to show evidence of the greatness

of this religion. Therefore, crafts, industries, and arts flourished, which in their beginning were linked to the mosque and its architecture, meaning that the mosque was the focus of social, economic, political, and judicial life (33). See pictures (1), (2) and (3).



The most essential advantages that demonstrate the role of tourism in economic development and modern architectural style in the study area: -

Tourism is one of the essential elements of economic activity in tourist countries. International organizations such as the World Bank and UNESCO have paid attention to it and view tourism as crucial in bringing cultures together.

As an example of the importance of tourism in the employment sector, according to reports (World Travel and Tourism Council (WTTC)), the tourism and travel industry contributed to creating more than one million job opportunities per month, directly or indirectly, throughout the world during the year 1977 AD. Job opportunities provided by the tourism and travel industry around the globe have doubled in recent years.

From the above, several relevant points become apparent, including:

Preparing and disseminating tourist information.

- Arranging and implementing tourism programs.

I am preparing and qualifying tourism cadres.

Design and construction of hotel and entertainment facilities for tourists.

Therefore, for tourism to continue as an essential source of income, the paragraphs below must be adhered to:

1. Improving the quality of life of the host community.

2. Protecting tourist, natural, and environmental centers within the country.
3. Respecting society's cultural heritage, preserving values, traditions, and customs, and contributing to understanding cultural relations and tolerance.
4. Emphasis on long-term tourism plans while providing the resulting economic benefits and distributing them fairly among the contributing parties, including providing job opportunities to improve individual income and fight poverty.
5. Developing tourism as a permanent source of income requires consolidating tourism concepts and awareness of them among the government and society.
6. Ensuring the development of the tourism sector is an ongoing process and requires permanent and efficient supervision and management by cadres specialized in tourism.
7. Providing high-quality tourism information and experiences appropriately for tourists and visitors.
8. It also means the development, additions, and beautification of areas or cities that are suitable for tourism development by providing them with basic public facilities, accommodation, service, and recreational facilities, in addition to the engineering works related to site coordination with the continuous preservation of the environment, the establishment of terrestrial and marine natural reserves, and the provision of constant monitoring of the natural and tourism components, and also monitoring Tourism projects and their impact on the environment.

Geography can play an essential role in the shape and style of construction, as studying and selecting the optimal location for any tourism project must be considered as it gives the most significant return at the lowest costs.

This new concept is based on a number of the following pillars:

- Proper scientific planning.
- Optimal exploitation of natural and human resources.
- Respect the environment and protect natural resources from destruction and pollution.
- Each tourism project must meet a set of environmental conditions - so that tourism development is environmentally friendly - including:

The tourism center is based on continuous, sustainable development, preservation of natural resources that attract tourism, and the diversity of tourist attractions to best use the integrated tourism offer.

Among the most crucial development axes to achieve tourism development are:

- Improving the quality of tourism services as a standard of precedence and excellence in today's world and the future.
- Cooperation between all state institutions to develop and advance tourism activity, as the tourism sector has a direct (and indirect) relationship with all state institutions. Therefore, the impact of various state institutions on the tourism sector must be studied, and the relationship between service providers and service providers must be determined.

Oversight and supervision.
The availability of data and information enables planners to focus their efforts towards expanding the establishment of hotels of a specific category and improving the performance of services in them on the one hand and developing the benefits attached to them on the other hand. As well as developing and developing existing tourism resources and components. Also, knowing the number of tourists distributed according to the method of arrival helps develop or support the necessary transportation methods and means of communication from the country abroad or from outside the country to the tourist sites located inside the country.

In addition, there is a lack of complete and comprehensive tourist brochures and maps containing existing tourist attractions, the conflict and dispersion of specializations between the ministry responsible for tourism and some other relevant institutions and churches, the low awareness of the importance and value of cultural heritage as it is in some third world countries, and the lack of capital. Domestic and foreign needs for tourism investment are all considered the most critical and significant negative factors affecting tourism planning.

RESULTS

- 1 - The tourism industry is considered one of the most critical industries in the current era because of its impact on the economies of countries because it represents a source of national income, and a complex activity that overlaps with many sectors, and is not, as some see, only a social luxury, as it helps in the success of development plans.
- 2- It was influenced by scientific and technological progress, which has become a prominent feature of the current era, which led to the expansion of its scope, the diversity of its aspects, and the increase in its importance until it was called the most promising industry of the future.
- 3- The governorate has a lot of architectural styles, but it differs from the required facade, and the current era requires all services' development.
- 4- The presence of natural and human components that help the region's development and development touristically and within the modern architectural style.
- 5- The region has a strategic location and area that helps it develop the part touristically

RECOMMENDATIONS

1. The necessity of involving academics specialized in tourism management and industry to achieve the tourist's goal, highlighting the modern architectural styles that satisfy the tourist.

2. Establish special projects complementary to tourism activity and joint tourism projects that efficiently provide non-traditional services, create new marketing opportunities, provide information and research, and study the economic feasibility of tourism projects.
3. Work to develop an integrated plan for tourism investment opportunities.
4. Establish specialized media companies that provide visual programs shown on international channels in Arabic and foreign languages.
5. Improving the level of the tourism sector and qualifying the private sector to fill the tourism investment vacuum in the region instead of leaving room for the foreign private sector in light of international trade agreements in services.

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