

Volume 04, Issue 02, 2024,

Publish Date: 24-06-2024

Doi <https://doi.org/10.55640/ijthm-04-02-06>

INTERNATIONAL JOURNAL OF TOURISM AND HOSPITALITY MANAGEMENT

(Open access)

# THE ROLE OF EDUCATIONAL TOURISM IN DEVELOPING THE LOCAL ECONOMY (A STUDY OF A SAMPLE OF STUDENTS ARRIVING AT KARBALA TECHNICAL INSTITUTE)

Rasool Taher Rasool

Asst. Lect., Al-Furat Al-Awsat Technical University/Karbala Technical Institute, Iraq

## ABSTRACT

One minor but rapidly growing subset of the tourism business, educational tourism, is helping local economies thrive. Educational tourism boosts local economies by bringing in more tourists who spend money on lodging, dining out, and transportation. These visitors come from around the globe, including students, teachers, and researchers. In addition to increasing direct spending, this flood of tourists generates income, opens doors to new cultures, and helps fund the improvement of local infrastructure.

The increasing worldwide exposure and collaboration of educational institutions are not just expanding academic programs and research prospects, but also enriching the local culture. Educational tourists, known for their longer stays and deeper immersion in the local culture, are like cultural ambassadors, bringing a unique flavor to the local companies and contributing more financially. Their presence is not just a boost to the economy, but also a celebration of diversity and cultural exchange.

Recognizing the potential for economic growth, governments and commercial entities are strategically enhancing their educational offerings to attract more educational tourists. This, in turn, drives investment in the local education sector, creating a cycle of continuous improvement and long-term financial gains. The lasting benefits of this approach are not just economic, but also social and cultural, making it a wise investment for the future.

Ultimately, educational tourism is a game-changer for local economies, boosting growth through increased spending, new jobs, cultural interaction, and infrastructure upgrades. Economic sustainability and improved global connectivity can be achieved by communities that make use of this sector.

**KEYWORDS:** Tourism business, educational tourism, communities, economic growth.



©The Author(s) 2024. **Open Access** This article is licensed under a Creative Commons Attribution 4.0 International License, which permits use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license, and indicate if changes were made. The images or other third-party material in this article are included in the article's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the article's Creative

Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder. To view a copy of this license, visit <http://creativecommons.org/licenses/by/4.0/>.

## INTRODUCTION

### Section One The Methodological Aspect of the Research

#### Introduction

The tourism industry is one of the sectors whose revenues constitute an essential part of the economies of many countries. With its increasing importance, interest in developing it and expanding in its various fields has increased. Because tourism includes multiple types and styles, countries can focus on the most effective types and styles that suit their natural or human components and potential. It can also create a competitive advantage in a specific kind of tourism in which tourist attractions are available and thus be an essential source of attracting tourists, generating significant income and significant financial returns.

Developing the tourism industry is a necessity, not an option, in many countries, especially if these countries still need other sources of income. In return, they have natural, historical, and technical components that they can exploit to attract tourists, and this is the case with Iraq, as Iraq is a rentier country that depends on the oil industry in all its details. Its financial budget is based almost exclusively on the oil base. Its revenues are clear, but it is a tourist country par excellence and has made great strides in the tourism industry. Therefore, we find it a country that always seeks to develop tourism in its various types: religious, historical, archaeological, or environmental, including educational tourism, which has expanded dramatically. It is enormous, especially in some governorates, including Karbala Governorate, which includes several public and private universities and academic institutions. These have become comparable to what is included in the capital, Baghdad, or any large city in Iraq. Karbala took advantage of the efficiency of its universities and their good ranking in the field of quality and academic accreditation to make it. These universities are an attractive factor for students, and the security, political, environmental, health, and service stability have a significant impact on the development of educational tourism.

First: The research problem:

Educational tourism is a type of international tourism that is spread in many countries and major cities and generates significant incomes in these countries or cities. Given the city of Karbala's attractiveness to Iraqi students, great interest has emerged in establishing universities and institutes to develop this type of tourism. Accordingly, the research problem revolves around the following central question: What is the role of educational tourism in developing the local economy in Karbala?

Second: The importance of research:

Educational tourism represents an important tributary of the local economy in Karbala Governorate. It aims to attract more local and international students, strengthening the national economy and increasing the competitiveness of universities and institutes internationally and locally. International students represent an important indicator of international and local university classifications.

Third: Research objective:

The research's goal is to determine some of the requirements for activating educational tourism to enhance its role in increasing local income. To achieve that goal, the study addressed the concept of educational tourism, its importance, its origin, the factors influencing it, and its role in strengthening the local economy of Karbala Governorate through the results of the targeted sample.

Fourth: Research hypotheses:

Karbala is one of the leading cities in two essential fields: religious tourism and educational tourism. This has enabled it to occupy an essential position in the general and educational tourism industry. Its experience may seem closely related to local students and students from other governorates. Still, there are apparent efforts to raise Performing educational tourism to attract quantitative and qualitative students from outside Iraq as well and then raise local and national tourism revenues, and this explains the following central hypothesis:

- There is a positive correlation between educational tourism in Karbala and the national economy in Iraq in general and the local economy in Holy Karbala.

Fifth: Research limitations:

1. Temporal: These limits included studying students arriving at the Karbala Technical Institute from the rest of the governorates of beloved Iraq for the academic year 2023-2024.
2. Spatial: The study included spatial boundaries within the Karbala Technical Institute, up to the economy of Karbala Governorate in general.

Sixth: Research Methodology:

In this research, we followed an inductive approach, gathering theoretical information on educational tourism in general and educational tourism in Karbala from various sources. These sources included articles, master's theses, doctoral dissertations, and websites. We also designed a scientific questionnaire, the responses to which were meticulously analyzed. This analysis involved categorizing and interpreting the data, allowing us to derive generalizable conclusions and recommendations.

**KEYWORDS:** Educational Tourism, Local Economy, Development, International Students.

## Second Section

### The Theoretical Aspect of Research

The first requirement: the concept of education

First, the definition of education is usually called the formal study or education an individual receives in schools and universities. It helps provide the individual with information and knowledge that allows him to face life and prepares him to enter practical life. Education is the basic foundation upon which the process of forming and developing skills is built through... Its contribution to the formation of specialists, technicians, and skilled workers through technical institutes, vocational schools, and universities. Education is considered a cultural and educational process that significantly impacts development, as economists consider it a source of human capital. It is part of local wealth and an essential, fundamental tool for every economic and social transformation process, as it increases an individual's productivity, skill, and experience (Al-Issa: 2008, 22).

Education is the path to self-development and society's future. It unleashes various opportunities and reduces inequalities. It is the cornerstone of enlightened and tolerant societies and the primary driver of sustainable development.

Second: The importance of education: Education is the foundation on which people's lives are based and is essential in life. The importance of education can be summarized in the following matters (Al-Tall: 2009, 32):

1. Possessing the necessary skills for one's professional life would also increase one's self-confidence.
2. The ability to think critically.
3. Possessing knowledge that benefits a person in various areas of his life, broadening his horizons.
4. Evaluate different matters and situations and act rationally regarding them.
5. The ability to distinguish between right and wrong.
6. Gain the respect of others and increase one's self-confidence.
7. A person's knowledge of his rights and laws and regulations.
8. Possessing qualifications that give a person job opportunities that make him financially self-reliant.
9. Working to increase societal awareness, keep its members away from deviant behaviors, and modify individuals' behavior.

10. Help achieve equality and distributive justice by providing job opportunities for individuals.
11. Developing countries and reducing the level of poverty.
12. Empowering individuals with the ability to perform tasks effectively. An educated person performs tasks better than an uneducated person, which explains the demand to employ educated people and those with higher degrees.

Third: Teaching methods: There are many teaching methods used by institutions specialized in education, including (Al-Ghoubqi: 2019, 45):

1. Audio-visual teaching aids: These technologies or means used in the educational process are visual, audio, or both.
2. Means of illustration: These are the means to explain the educational material and its principles to learners.
3. Intermediary means: These are the means the teacher or student uses to act as an intermediary in providing information. These means may be optional, such as performing specific activities or experiments to clarify an idea. They may also be essential, and their use is necessary to achieve the desired goals in the educational process.
4. Educational technology: It means things with a kinetic nature, such as films, computers, and videotapes, which are helpful in the educational process and can also be illustrative still images.

The second requirement: The concept of educational tourism

First: Definition of educational tourism: It is a problematic concept to define due to the need for more specialized academic research witnessed in this field and because travel for education and learning is a broad and complex field. Among the definitions of educational tourism, the following can be noted:

1. Educational tourism is defined as a program through which participants travel to a country, with the primary purpose of integrating into educational experiences directly related to the place they visit (Al-Roubi: 2008, 28).
2. Educational tourism is also defined as a form of tourism in which participants travel to a place outside their original residence to explore learning resources translated into an educational experience (Zahran, 2004, 41).
3. Educational tourism is a process through which an individual or group travels across international borders to learn or participate in knowledge acquisition (Momen 2020, 27).
4. Educational tourism is a form of tourism that focuses on educational content to meet tourists' needs and motivations to acquire knowledge during their travel (Al-Roubi: MS, 30).
5. Educational tourism is an approach to pursuing education, carrying out research activities, and gaining knowledge while traveling to other countries where learning is a pleasure and a more significant benefit (Al-Roubi: MS, 30).
6. It means considering education as the primary goal of travel, which necessarily results in tourism activities. In other words, the primary purpose of travel is to obtain knowledge and experience from the country or city to which one is traveling. Still, through this goal, another goal is achieved, which is tourism and getting to know the country. Or the city you are traveling to, and spending on education is included in the tourism expenditures collected by the country you are traveling to.

Second: The importance of educational tourism (Momen: M.S., 33): Although assessing the size or impact of educational tourism on the economy is a difficult task due to the scarcity of data related to the subject in statistical databases, the statistical indicators provided by the World Tourism Organization constantly confirm the increase in The demand for educational tourism and the expansion of its participant base, which is reflected in the national economy of countries that attract increasing numbers of this type of tourism. Educational tourism is also beneficial to local economies, creates added value, and requires encouraging investment in it. Countries benefiting from educational tourism can obtain

Large tax revenues from these activities while providing new job opportunities and increasing commercial activity. There are many aspects of the social benefit of the educational tourism experience at the level of the individuals who participate in it, as it helps them gain a new perspective on the world and awakens the mind and senses to different cultures and experiences. The most exciting part of One of these educational trips is that students have the experience of moving away from the classroom and joining a different climate. It also helps them form new relationships and friendships around the world or between cities if they are within the borders of countries. It also opens new horizons for the future and at the level of society that is attractive to educational tourism. It helps improve the image of society, enhance understanding between different peoples, civilizations, and cultures, support global and local peace, and open new horizons for cultural exchange and openness.

Third: Factors affecting educational tourism: Many factors make a region a destination for educational tourism, more attractive and competitive than other regions, and among these factors are factors related to the privileges and attractive factors in the host country or city, and factors related to the home country from which the educational tourist comes, Among the most critical factors attracting educational tourism in the host country (Harvey: 2020, 76):

1. Availability of programs based on advanced science and technology.
2. The reputation of countries and universities in terms of quality and international academic recognition.
3. Marketing prowess for educational tourism programs.
4. Future job opportunities that enrollment in the educational program may provide.
5. Qualified faculty members with international academic reputations.
6. Geographic proximity and common language.
7. Support and assistance are available to tourists, such as cash assistance, tuition waivers, merit-based scholarships, and other forms of assistance.
8. Political and historical interests and relations between the homeland and host countries or between local cities.
9. Quality of life in the host country in terms of security availability, welcoming attitudes of the local population, low rate of discrimination, and living expenses.
10. Ease of obtaining a visa and ease of admission to the host country.
11. Recognition in the home country of the programs and courses offered.

The factors of attraction in countries that attract educational tourism are matched by factors of repulsion from the home countries from which the educational tourist comes, including (Al-Roubi: M.S., 43):

1. Lack of availability of programs and courses in the country of origin.
2. Failure in the entrance exam and lack of available opportunities.
3. Political instability and poor quality and reputation of national education.
4. Weak competitiveness of the mother tongue and passion for learning foreign languages.

It can be added to the factors that go back to the mother country and contribute to encouraging its children to travel and move to acquire knowledge and develop capabilities: rising levels of per capita income, increasing leisure time available to them, people's passion for travel and tourism, the competitiveness of the internal currency market and its adoption of the criterion of efficiency to obtain jobs.

Fourth: Patterns of educational tourism (Salama: 2020, 61): Patterns of educational tourism vary according to the diversity of fields of human knowledge and the diversity of educational needs, as tourism is closely linked to academic subjects, such as geography, economics, history, language, psychology, marketing, business, and law. Patterns of educational tourism also vary. The concept expands to include every tourist activity carried out by people who stay at least one night in a place



geographically distant from their usual residence so that education and learning are a primary or secondary part of their trip. Educational tourism expands to include internal educational tourism activities by benefiting from internal experiences—and national components, which stimulates domestic tourism.

Educational tourism also includes both local and foreign experience, and educational tourism varies to involve getting to know schools and universities, research activities, attending scientific forums, and cultural heritage tourism, such as visiting museums with historical and cultural values, art museums, cultural tourism sites, ecotourism destinations, agricultural, rural tourism, and tourism. Adult education, elderly education tourism, student tourism between universities at home and abroad (student exchange programs), formal and informal learning, and the pursuit of additional education for workers and business people through travel to conferences and seminars to acquire further knowledge and achieve professional or academic development.

Educational tourism also includes academic and exploratory trips aimed at expanding knowledge, training courses of less than 12 months, one-year master's programs, and language courses, as tourism and the English language are considered a potent combination in some countries.

Examples of educational tourism include educational trips, school trips, university formations abroad, scientific conferences, and all study experiences abroad in general. Educational tourism is a type of international tourism, and its importance is represented in strengthening cultural ties between countries through the new knowledge the student acquires and the related knowledge he transmits in his country.

Fifth: The effects of educational tourism on global economies: Educational tourism represents a popular industry in many countries that contributes significantly to revitalizing national economies through the job opportunities and the annual revenues it offers that are added to the national income. This necessitates the need to direct attention to this industry. The economic field that major countries compete to lead, and according to international reports, the direct financial contributions represented in educational expenses and registration fees, and the indirect financial contributions represented in living expenses provided by (5) million educational tourists from international students to the global economy amounted to (300) billion US dollars in the year. 2016, and the following table may provide some evidence of the precise economic impact of international students on the economies of the host countries:

Their contribution to the national economy is in the billion dollars	Percentage of the global total	Number of international students	Country
57.3	19.1%	971,417	America
25.5	%8.5	432,001	Britain
19.8	%6.6	335,512	Australia
14.474	%4.8	245,349	France
14.428	%4.8	244,575	Germany
11.2	%3.7	189,478	Canada
5.3	% 1.8	89,920	Holland

Source: (from the work of the researcher)

Sixth: Educational tourism institutions in Karbala Governorate: The Holy Karbala Governorate includes a large number of governmental and private educational institutions, which are shown in the table below:

Approximate number of students requested 2024–2023	Number of colleges/departments	Company name	ت
12000	17 colleges	University of Karbala	.1
903	10 departments	Al-Furat Al-Awsat Technical University/	.2
5000	7 colleges	Karbala Technical Institute	.3
4000	5 departments	Ahl al-Bayt University	.4
3900	12 departments	Al-Zahrawi University	.5
818	5 departments	Al Safwa University College	.6
4500	8 colleges	Al-Taf University College	.7
3800	5 colleges	University of Heir al-Anbiya	.8
4000	4 colleges	Al-Ameed University	.9
350	3 departments	Al-Zahra University	.10

Source: (from the work of the researcher)

### The Third Requirement is Economic Development.

First: Definition of economic development: Economic development is defined by several definitions, including:

1. It is the process aimed at enhancing the growth of countries' economies. This is done by implementing many development plans, which make the country more advanced and developed and positively impact society by implementing a set of successful economic strategies (Ajamiya: 2010, 31).
2. It is also defined as societies seeking to increase their economic capacity. They benefit from the wealth available in their environments, specifically in areas that suffer from the absence of economic diversification, which negatively affects the local environment in general (Higgins: 2020, 28).
3. Economic development is a branch of economics. It contributes to the development and advancement of economic sectors in developing countries. Therefore, it is considered one of the means to enhance economic growth in many public sectors, such as education, health, work environment, social policies, and other sectors that seek to increase their efficiency and ability to adapt to the economic conditions affecting the economic sector, either total or partial.

Second: The history of economic development (Farhad: 2008, 53): Real thinking about monetary development dates back to the period after World War II. Especially after many countries were subjected to European occupation, which greatly affected their societies because he exploited their natural resources. after the end of the European occupation ,these countries continued to decline in average standard of living, with a noticeable spread of poor societies, known in the economic literature as developing countries.

The application and study of economic development in the twentieth century relied on awareness of standards and indicators for dealing with countries, especially developing ones. Therefore, there is yet to be a fixed definition of the term developing countries, which led to the necessity of activating the role of measurement in understanding the economic development of these countries, so reliance was placed on the individual income criterion. It is one of the most critical economic criteria affecting the economy; the higher the personal income, the more this leads to the economy's growth. The criterion of the value of services and goods was also used. When the population has appropriate purchasing power, this indicates clear economic development, known as financial well-being.

In 1985, the World Bank was interested in monitoring economic development in developing countries, especially those with relatively low incomes. It was pointed out that the developing country is the one that needs support in its economic growth. The average private income per capita in it is less than 400 US dollars, compared to middle-income countries, where the average income per capita exceeds 400 dollars. Thus economic development has become a pivotal and vital role in reality. The economic situation of countries, specifically those that suffer from great difficulty in dealing with their economic sector, prompts them to implement a strategic and development plan. To support its economic growth. Third: Characteristics of economic development: Economic development is characterized by a set of characteristics, including (Ferjani: 2018, 51):

1. Attention to achieving development goals based on the presence of appropriate business strategies, aiming to reach the desired rate of economic growth.
2. Moving towards improving and developing the internal environment of society and the country's local economic sector.
3. Relying on one's own economic efforts; Achieving economic development that enhances planning application in governments and financial institutions that are interested in continuously monitoring economic growth.
4. Ensuring the exploitation of resources and capabilities that enhance the role of industry, agriculture, and local trade, according to what economic reality requires of using means and tools that allow the advancement of all types of businesses.
5. Taking advantage of technology and advanced electronic devices; it provides appropriate support for economic development by investing in diverse scientific and cognitive capabilities, which contributes to the development of many fields, the most important of which are research and education.

Fourth: Objectives of economic development: Economic development seeks to achieve many objectives, which are as follows (Habib: 1997, 27):

1. Increasing national income: This is the main and first goal of economic development, as it contributes to improving individuals' living standards and strengthening the structural composition of trade and industry, which helps to address the problems resulting from the weakness of the local economy.
2. Investment in natural resources: This goal seeks to enhance the presence of local and international investments in natural resources located on the territory of countries by supporting public infrastructure and providing appropriate means to support production and public services.
3. Supporting capital: This goal is concerned with providing adequate support for public capital, which suffers from weakness and deficit due to the lack of savings associated with financial reserves in the central bank and commercial banks that contain money in its ordinary capacity or various securities, such as bonds.
4. Interest in trade exchange: This goal is specific to developing trade and concerns following up commercial exports and imports that rely on enhancing trade between developing countries and other countries. Those who buy exports at acceptable prices help support the population's basic needs.
5. Addressing administrative corruption: This involves developing laws and legislation that limit the spread of administrative corruption, which affects the stability of the economic sector and exploits its resources. This treatment contributes to developing the local economy and enhancing its growth and prosperity in all fields.



6. Managing external debts: This is not just a task, but a critical responsibility for the governments of developing countries. It's about ensuring that the right methods are in place to repay these debts. This is not just about financial stability, but about enhancing economic growth and boosting production expenditures. It's a matter of economic survival.

Fifth: Economic development indicators: A group of means and indicators are used to measure the success of economic development in society, the most important of which are (Al-Roubi: 1986, 18):

1. Gross National Product: This is not just a number, but a powerful tool for measuring economic development. It quantifies the value of services and goods produced, reflecting the influence of various economic factors over a specific period. It's a key part of the country's overall production, making it a crucial indicator of economic success.

2. Gross Domestic Product: Calculating its value is a standard method for calculating the Gross National Product and helps to identify the nature of the success of economic development in the country. It refers to the value of goods and services produced and used in trading within the commercial market and to which the usual buying and selling processes are applied.

Fourth requirement: The concept of the local economy

For regions and cities to compete in an increasingly competitive global economic context, these towns and regions need to re-evaluate their development policies and economic business environment. Therefore, this sector needs to research how to enable local government authorities to stimulate their local economies to improve Quality of life and promote comprehensive growth in cooperation with the private sector and other non-profit sectors. Studies and projects in this field cover public-private partnerships, privatization, municipal revenue generation, entrepreneurship, sustainable development in general, and tourism development in particular.

First: Definition of the economy: It is the field of production, distribution, trade, and consumption of goods and services by different actors. Economics is "the social field that focuses on the practices, debates, and material expressions associated with the production, use, and management of limited resources" (Al-Redi: 2016, 33).

The economy of a society is nothing but a set of processes that include its culture, values, education, technical development, history, social organization, political structure, legal system, geography, natural resources, and environment. These are the main factors in the economy that give a context, content, and set of conditions and requirements in which the economy operates (in other words, the economic field is the social field of interconnected human practices and transactions that cannot be isolated (Al-Dakhil: 2011, 29).

Economic actors are individuals, companies, organizations, or governments. Financial transactions occur when two groups or parties agree on the value or price of a good or service they want to deal with. This is expressed in a specific currency, but monetary transactions are only a tiny part of the economic field.

Production stimulates economic activity with the natural resources, labor, and capital it uses. The economy has changed over time due to technology and innovation (new products, goods, and processes, expanding and diversifying markets, specialized markets, and increasing returns), such as innovation that produces intellectual property and changes industrial relations (the most prominent examples of this are the abolition of child labor in some parts of the world and its replacement with public access to education).

A market-based economy is an economy in which goods and services are produced and traded according to supply and demand among participants (economic actors) through barter or through a financial intermediary that has an acceptable value of credit or debt in the network, such as currency units.

A command economy is one in which political actors directly control what is produced and how it is sold and distributed.

New terms have emerged, such as the green economy, which is a low-carbon, resource-efficient, and socially inclusive economy. In a green economy, income and worker growth are driven by public and

private investments that reduce carbon emissions and pollution, enhance resource and energy efficiency, and prevent the loss of biodiversity and environmental services.

Second: Gross Domestic Product (Al-Obaidi: 2011, 47): It is the monetary measure of the market value of all goods and services produced in a specific period, and the (nominal) GDP per capita does not reflect differences in the costs of living and inflation levels in countries, and hence the use of GDP per capita at purchasing power parity may be more useful when comparing living standards between countries, while nominal GDP is more useful when comparing national economies in the international market.

GDP can be divided into the contributions of each industry or sector to the economy. The ratio of GDP to the total population of a region is called GDP per capita (or GDP per capita), which is the same as the average standard of living.

Several national and international economic organizations maintain definitions of GDP, including (Al-Dakhil: 2011, 39):

1. The OECD defines GDP as an aggregate measure of output equal to the sum of all aggregate values added by all residents and enterprises involved in production and services (plus any tax and subtracting subsidies on products not included in their output values).
2. The International Monetary Fund has stated that the gross domestic product measures the monetary value of all consumer goods and services - purchased by the consumer - produced in a country in a given period (a year or a quarter, for example).

GDP is often used as a measure of international comparison and a broad measure of economic progress. It is the most potent economic determinant of a country's development and improvement.

### **Section Three** **The Practical Side of Research**

First: Holy Karbala Governorate (Wikipedia: The Free Encyclopedia: 2024):

1. Karbala Governorate: It is located in the Middle Euphrates region, and its center is Karbala. It is considered one of the most important holy cities for Shiites due to the presence of the shrine of Imam Hussein bin Ali and his companions who were killed with him in the Al-Taf incident. Its population is about 900 thousand people, according to 2016 estimates, which makes it the seventh-largest. The most populous city in Iraq, while recent statistics indicate that the population has more than quadrupled due to displacement and migration of southern towns to it for various reasons, the most important of which are its strong economy and multiple tourist markets.

2. Its economy: Karbala's economy depends on several sectors, the most prominent of which are:

- Agriculture: Karbala's agricultural sector is not just a local industry, but a national treasure. With vast green areas and a wide variety of crops, it's the second most important economy in the city after religious tourism. The city's fame is largely due to its production of dates, wheat, barley, rice, and a variety of fruits, vegetables, and citrus fruits.

- Industry: After the decline of industry in Iraq, Karbala was also affected by the government's neglect of sector and national products. Industry in Karbala is no longer as it was before, and there are few industrial facilities in the city despite its importance as a holy city. Some factories still exist, the most important of which are The Karbala cement factory, the brick and thermestone manufacturing factory, the soft drinks and canning factories, and other laboratories and factories. Several newly established industrial companies are affiliated with the holy shrines, and they are distinguished by their large size and modern production lines.

- Health: The Iraqi Ministry of Health is responsible for supervising government hospitals in Karbala and its urban area and providing medical services to the population. There are also several private hospitals and clinics within the city that give a portion of health care for people and are considered an essential type of tourism (medical tourism) due to the large number of tourists coming for treatment in the hospitals of the holy shrines.

- Tourism: The city of Karbala is considered one of the most prominent Islamic cities in Iraq. It represents an important urban and religious metropolis because it does not have essential tourist components, especially religious tourism, represented by the presence of the shrine of Imam Hussein and his brother Imam Abbas, who was martyred in the Battle of Karbala. There are a large number of shrines and Husseinias, and the city has become a tourist center. It is important in Iraq, especially on special occasions such as the Arba'een visit, the Ashura visit, and various and varied religious holidays and occasions.

It is also famous for tourism due to the presence of the educational institutions mentioned in the previous section, as well as archaeological and heritage tourism, conference tourism, exhibitions, festivals, and many others.

Second: Field study: Statistical analysis Questionnaire:

Testing research variables in the field and applying their hypotheses, in reality, is one of the essential methodological steps in scientific research and studies, as it confirms the accuracy and scientificity of the field of knowledge to which these variables belong.

The mathematical method used method's to analyze the results of this scientific test enhances the research's objectives and directions. The necessary data was collected through a questionnaire to achieve this, and the research hypotheses were tested.

The practical framework of our research, titled 'The role of educational tourism in developing the local economy - a study of a sample of incoming students at the Karbala Technical Institute ', involved the design of a detailed questionnaire. This questionnaire was structured into two axes, each containing multiple paragraphs with scientific questions related to the research. The questionnaire was then distributed to a diverse research sample, consisting of incoming students At the Karbala Technical Institute.

1. Analytical presentation of the general information of the research sample members:

- The research sample included (75%) males (45 males) compared to (25%) females (15 females), which indicates that the male group is more likely to seek study outside their governorate of residence.
- The age group of the target sample (20-25) years achieved a percentage of (100%) with (60) individuals, and this is very normal since the group is the institute's students and their ages are fixed, with the evening students not being surveyed.
- The result of the type of expatriate was 100%, with (60) individuals from inside Iraq. This indicates that all expatriates are from inside Iraq, and there are no expatriates outside it.
- It is clear from the results of the questionnaire that (50%) (30) individuals are expatriates from Babil Governorate, and (25%) (15) individuals are from Diyala Governorate, while the other numbers are single or double from the governorates ( Baghdad 2 individuals, Najaf 2 individuals, Al-Qadisiyah 2 individuals, Basra 2, Dhi Qar 2 individuals, Salah al-Din 1, Anbar 1, Samawah 1, Mosul 1, Kirkuk 1), which indicates that half the number are from the closest governorate to Karbala, which is Babylon. And Diyala due to the lack of private institutes or universities.

2. Analytical presentation of the results of the research sample's answers:

(60) questionnaire forms were distributed to them, and all of them were collected, without neglecting any form, used for the purpose of analysis of the tripartite Lickerd scale, as shown in the following table for the sample investigated:

Members of the total	Percentage	The Scale						Paragraphs
		Percentage	Disagree	Percentage	Natural	Percentage	Agree	
		e	e	e	l	e	e	

sample		%		%		%		
60	100%	0	0	0	0	100	60	Q1
60	100%	0	0	0	0	100	60	Q2
60	100%	0	0	0	0	100	60	Q3
60	100%	25	15	25	15	50	30	Q4
60	100%	0	0	0	0	100	60	Q5
60	100%	25	15	25	15	50	30	Q6
60	100%	0	0	15	25	75	45	Q7
60	100%	0	0	10	6	90	54	Q8
60	100%	0	0	0	0	100	60	Q9
60	100%	50	30	0	0	50	30	Q10

Below is an analytical presentation of the results of answering each question in the questionnaire, where each question is indicated in the form of a letter (question) with the specific question number and my agencies:

(Question 1): It was found that the sample members tended to agree with a complete percentage (100%) of (60) individuals in their answer to the first question of the questionnaire, which indicates that not all of them work in Karbala. This is the basis for considering them as part of the tourist category, as it is the basic condition for defining a Tourist (provided he does not work).

(Question 2): It is clear that the sample members tend to agree at a rate of (100%) with (60) individuals for the second question of the questionnaire, which indicates that they all live in rented rooms.

(Question 3): The response rate to the third question was also complete (100%), with (60) agreeing that they use public and private transportation to move within the city with a cash allowance.

(Question 4): It was found that the sample members tended to agree with a percentage of (50%) according to (30) individuals, neutral with a rate of (25%) according to (15) individuals, and disagree with a rate of (25%) according to (15) individuals, for the fourth question, from the questionnaire, which indicates that half of them eat in popular and modern restaurants.

(Question 5): The results show that the sample members agree (100%) with (60) individuals, as they use electricity, water, internet, and municipal services in exchange for cash in Karbala.

(Question 6): The answers to the sixth question show that a percentage of (50%) agree to purchase the requirements for clothes, shoes, makeup, and other luxuries from the city of Karbala, at a rate of (30) individuals, while (25%) are neutral, at a rate of (15) individuals, and the percentage of disagreeing (25%) (15) individuals.

(Question 7): The results show that the sample members agree (75%) with a ratio of (45) individuals that, in the event of any medical or health condition, they use Karbala's hospitals, medical centers, and popular clinics and buy the necessary medicines from its pharmacies, and they are neutral with a ratio of (25%) with a ratio of (15) Individual.

(Question 8): The results show that the sample members tend to agree with (90%) (54) individuals and neutral (10%) (6) individuals in the eighth question, which indicates that most of the study requirements are stationery and books. And lieutenants are purchased from Karbala.

(Question 9): The results for the ninth question show that a percentage of (100%) (60) individuals agree that if they have free time, they get used to and spend their free time in entertainment facilities, sports

clubs, and game parks for entertainment and enjoyment.

(Question 10): The results of the sample's answers to the last question (tenth) of the questionnaire showed that a percentage of (50%) (30) individuals agreed that they mostly spend official holidays, Fridays and Saturdays in Karbala without returning to their cities, and what percentage (50%), with (30) individuals disagreeing.

## CONCLUSIONS AND RECOMMENDATIONS

First: Conclusions:

1. Holy Karbala is one of the governorates that benefit economically from tourism in general and educational tourism in particular. This is due to the financial returns received by sectors of that city due to the students arriving there.
2. Holy Karbala enjoys many tourism components in its various types, including educational tourism, as it contains governmental and private academic institutions attractive to international students, significantly impacting its economy.
3. The official and private authorities in Holy Karbala were keen to develop tourism there and improve continuous and sustainable educational tourism due to its efficiency, scientific sobriety, the strength of the infrastructure, and its well-known heritage.
4. Holy Karbala succeeded in organizing urban and tourism planning and benefiting from it to increase the attractiveness of all its institutions, including educational ones.
5. The educational tourism experience in Karbala is pioneering and distinct from the rest of the governorates of Iraq, and it is still developing significantly and continuously.

Second: Recommendations:

1. Continuing to develop the city's infrastructure and superstructure and ensuring the continued development of tourism, the most important vital tributary to its economy, in general and education, in particular.
2. Considering that the universities and public and private institutes in Karbala are gaining a scientific reputation locally and internationally, this must be invested in increasing development, excellence, quality, and continuous marketing by all available means to improve educational tourism attraction.
3. It is necessary to develop university performance, pay attention to the efficiency of the teaching staff, and coordinate with advanced international universities to create a competitive advantage as an educational tourism attraction.
4. Eliminate the administrative obstacles necessary for the enrollment of international students (Arabs, foreigners), reduce study costs, and provide them with facilities that allow them to study in educational institutions in Karbala smoothly and comfortably.
5. Continuous coordination between the ministries and the Ministry of Tourism and between the governorate administration and the Tourism Authority to develop an effective strategy for educational tourism in Karbala, whose primary goal is high quality and optimal attraction for expatriates, and to implement it by all required scientific and practical means.

## REFERENCES

The Holy Quran

First: Books:

1. Ibrahim Al-Issa: Informatics and Learning, 1st edition, Nour Press, Algeria, 2008 AD.
2. Amal Al-Tall: Learning and Teaching, 1st edition, Dar Kunooz Al-Ma'rifa Al-Ilmiyya, Amman, 2009 AD.
3. Benjamin Higgins: Economic Development "Principles, Problems, Policies," 1st edition, Arab Press Publishers Agency, Cairo, 2020 AD, translated.
4. Khairy Ferjani: Economic Development and Rebuilding the Egyptian State, 1st edition, Center for



Research and Strategic Studies, Al-Ahram Press of Egypt, Cairo, 2018 AD, adapted.

5. Saeed Ali Al-Obaidi: The Economics of Public Finance, 1st edition, Dar Dijla, Baghdad, 2011 AD.
6. Shaima Al-Ridi: The Power of Economy, 3rd edition, Hindawi Foundation, Cairo, 2016 AD.
7. Abdul Aziz Al-Dakhil: Economic Development, 1st edition, Dar Al-Saqi, Beirut, 2011 AD.
8. Arafa Salama: Components of Educational Tourism in Aqaba, 2nd edition, Dar Al-Yazouri Scientific, Amman, 2020 AD.
9. Muhammad Abdel Aziz Ajamiya: Economic Development, 1st edition, University House for Printing, Publishing and Distribution, Alexandria, 2010 AD.
10. Muhammad Ali Farhad: Economic development from an Islamic perspective, 1st edition, University Culture Foundation, Amman, 2008 AD.
11. Muhammad Omar Moamen: Tourism Planning, Bala Edition, House of Arabic Books and Studies, Beirut, 2020 AD.
12. Muhammad Yahya Al-Ghoubqi: Learning and Education, Bala Edition, Dar Al-Mahja Al-Bayda, Beirut, 2019 AD.
13. Middleton Paul Harvey: Tourism and Hotels, "Development and Development of Tourism Policy," 2nd edition, Dar Al-Kitab Al-Hadith, Beirut, 2020, translated.
14. Mtanios Habib: Economic Theories in Development, 1st edition, Dar Al-Fadil, Damascus, 1997 AD.
15. Nabil Al-Roubi: Tourism Studies Group, Tourism Economics, 1st edition, University Culture Foundation, Alexandria, 1986 AD.
16. Nabil Al-Roubi: Tourism Theory, 1st edition, University Culture Foundation, Amman, 2008, adapted.
17. Hanaa Hamed Zahran: Tourism Culture, 1st edition, World of Books, Beirut, 2004 AD.

#### Second: Websites:

1. <https://ar.wikipedia.org/wiki/%D9%83%D8%B1%D8%A8%D9%84%D8%A7%D8%A1>.

#### Appendices

Dear brothers, students coming to the Holy Governorate of Karbala

M/Questionnaire

Good Greeting;

The researchers intend to conduct a study titled (The Role of Educational Tourism in Developing the Local Economy - A Study of a Sample of Students Coming to the Karbala Technical Institute) as research to obtain a technical diploma in tourism guidance.

Therefore, we kindly request your Participation, as it is crucial for the accuracy and validity of the results we aim to achieve. Your responses will significantly contribute to the scientific research in our beloved Iraq. Please rest assured that your answers will be treated with absolute confidentiality and used solely for research purposes.

Sincerely

researcher

#### Important definitions:

**Definition of educational tourism:** According to the World Tourism Organization, education tourists are individuals or groups who travel to places outside their usual environment and stay there for more than 24 hours and less than a year. With the motivation to engage in learning.

**Definition of economic development:** It is the process aimed at enhancing the growth of a country's economy. This is done by implementing many development plans, which make it more advanced and developed and positively impact society by implementing a set of successful economic strategies.

**Definition of the economy:** The field of production, distribution, trade, and consumption of goods and services by different actors. Economics is "the social field that focuses on the material practices,

discussions, and expressions associated with the production, use, and management of limited resources.”

General Information				
	Female		Male	Gender
				Age
	Outside Iraq		Inside Iraq	Type of expatriate
				The governorate coming from

Research Questionnaire				
Disagree	Netural	Agree	Questions	N.
			As a student, I do not work in Karbala Governorate	.1
			Rent a private apartment, a hotel room, or a room in an internal section of the Karbala Governorate	.2
			Use public and private transportation to move within the city with a cash allowance	.3
			I use popular and modern restaurants for my three meals while living in the city	.4
			Use electricity, water, internet, and municipal services for cash	.5
			Buy clothing, shoes, makeup, and other luxuries of the town of Karbala	.6
			In case of any medical or health condition, use Karbala's hospitals, medical centers, and popular clinics to buy the necessary medications from their pharmacies.	.7
			Buy all study requirements from Karbala, including stationery, books, and notebooks.	.8
			In my free time, I have a range of entertainment options available in Karbala. I can visit entertainment facilities, join sports clubs, or explore gaming cities for leisure and enjoyment.	.9

			Mostly, I spend official holidays, Fridays and Saturdays in Karbala without returning to my city.	.10
--	--	--	---	-----