



ARTÍCULOS

UTOPIA Y PRAXIS LATINOAMERICANA. AÑO: 25, n° EXTRA 1, 2020, pp. 407-419
REVISTA INTERNACIONAL DE FILOSOFÍA Y TEORÍA SOCIAL
CESA-FCES-UNIVERSIDAD DEL ZULIA. MARACAIBO-VENEZUELA.
ISSN 1316-5216 / ISSN-e: 2477-9555

Employment of Hotel Classification to Increase Tourist Demand in the Holy Province of Karbala Period 2010-2017

Empleo de clasificación hotelera para aumentar la demanda turística en la provincia sagrada de Karbala período 2010-2017

Maha Abdulsattar Al-Sammarraie

maha64n@uomustansiriyaq.edu.iq
University of Al- Mustansiriya. Iraq

L. Salam Jaafar Azeez

salam.j@uokerbala.edu.iq
University of Kerbala. Iraq

A.I. Haider Dheyaa Salman

haider208943@gmail.com
Department of Religious Tourism / Holy Al- Ataba Al- Husseinia / Babylon Branch. Iraq

Este trabajo está depositado en Zenodo:
DOI: <http://doi.org/10.5281/zenodo.3784838>

ABSTRACT

Hotels are one of the main pillars in the success of the process of tourist activities in countries that have a variety of tourist elements. The variety and classification of hotels differentiates the levels of quality in services. In the case of the sacred province of Karbala, a hotel classification with a variety of quality levels and stars was adopted to express the diversity of services offered within the country's conditions and tourist demand.

Keywords: Hotel, tourism, tourist demand.

RESUMEN

Los hoteles son uno de los principales pilares en el éxito del proceso de actividades turísticas de países que tienen una variedad de elementos turísticos. La variedad y clasificación de hoteles diferencia los niveles de calidad en servicios. En el caso de la provincia sagrada de Karbala se adoptó una clasificación hotelera con una variedad de niveles de calidad y estrellas para expresar la diversidad de servicios que se ofrecen dentro de las condiciones del país y la demanda turística.

Palabras clave: Demanda turística, hotel, turismo.

Recibido: 15-02-2020 • Aceptado: 28-04-2020



INTRODUCTION

The tourist activity is an economic support on local and international levels for countries that possess elements of tourist variety (archaeological, religious, natural, cultural). This activity needs complementary pillars. One of them is the variety of hotels with tourist and popular classifications, and tourism services provided therein. They help and stimulate the large number of tourist demand in the tourist cities, as well as the tourist cities need tourism laws and legislations, the entry of tourism investment and the adoption of modern building hotels internationally classified models, increasing awareness and tourist culture of the local community in order to achieve ambition goals.

Accordingly, the tourism demand and tourism components in the province of Karbala have been addressed in order to determine the validity and diversity of classification of tourist hotels in increasing tourist demand. The study is divided into three fields: the first section represents the methodology, the second is the conceptual framework of the hotel, and the third is the tourist demand in Karbala governorate. Then, it come the conclusions and recommendations reached by the research.

Depending on the important role of hotels in providing hotel accommodation services for tourists and providing all the necessary needs for the comfort of the tourist from the moment, he enters the hotel to the moment of departure, so the problem lies in the absence of knowledge that the classification of tourist hotels in the province of Karbala has a role in the movement of demand for Accommodation and enjoyment of the services provided therein .

Ojective of the research

1. To know the classification of tourist hotels in the province of Karbala during the period (2010 - 2017).
2. The extent to which tourist demand is affected by the classification of these hotels and how each classification is treated.
3. To develop possible solutions and treatments, policies and mechanisms to develop and enhance tourism activity in the future.

Hypothesis of research

The hypothesis of research is very important in the tourism market by knowing the ability to classify the hotel in its role of the movement of tourism demand for hotel accommodation in the holy province of Karbala for the period (2010 - 2017); so its knowledge will be caused by the controlling factors in this context and thus provide all opportunities to take advantage of their positives and develop appropriate treatments for their disadvantages.

METHODOLOGY

The research used the analytical descriptive method for the availability of data and statistics from the relevant authorities, as well as the use of books, sources and research for other researchers.

Temporal and spatial limits

The temporal limits are from the period 2010 - 2017, while the spatial is in the holy province of Karbala.

LITERATURE REVIEW

Gerald Latin, a professor of hotel management at Cornell University in the United States in his book "hotel management and in his presentation of history of hotels establishment." The city will not be of much value unless it has at least one hotel to impress its visitors with its splendor and hospitality.

In his book "Hotel Management", Professor Abu Bakr Omar al-Hadidi points out that it is likely that the word "hotel" is derived from the word "pedokia" or "penducita", the ancient Greek language, which crosses either of the ancient Greek dwellings. It had leaked from the lards of Greeks to the countries of the ancient east at that time and spread in it.

The hotel has several previous names such as the hostel or the Khan or the agency or the box "is a building equipped and prepared to receive guests and accommodation, so that the guest will find comfort and shelter and food for a certain period of time for a specific and defined wage"

It is defined by Webster's Dictionary as "a large building offers accommodation, food and other services for travelers", "Hotels are organizations of multiple types The hotels, shapes and purposes, It has spread throughout the world. They are major system and part of the tourism sector of every country in the world, which constitutes a certain percentage of it.

The hotel is an economic, social and technical unit (a main complex system) that includes bases for guests and consists of a group of partial activities (partial systems), mainly: front office activity and hotel management activity, food and beverages activity, marketing and sales activities, individual management activity financial purchase main tenant and security activity which affect each other and are influenced by each other and work together to achieve one of the most important goals: providing shelter and food services for individuals for a fixed wage (Michel Anker, 2011: 51).

The hotel is also known as a "hostel where the guest finds shelter, food and service for a certain period of time for a known wage" (Halabo, 2001: 20).

Characteristics of hotels

1. Hotel service is intangible: it is difficult to highlight the facilities or benefits of the hotel or the appointed restaurant because these services may be associated with the personality of the staff in hotel facilities and their efficiency.

2. The hotel service is considered as a poor service or a service that can be finished, hence it is not possible to store the unsold services for the next day.

3. Hotel services cannot be transferred to the customer and the tourist must move to where the hospitality service or archaeological site is located. Here, the developments in the restaurant sector must be addressed.

4. The user of the service must obtain the service from its provider or its revenue at the specified time and place.

5. The hotel service is a variable service, through the service provided to a customer that may be different from the service offered to another customer who lives in another room.

6. The hotel service is characterized by fluctuation and instability, and this is reflected in the demand and supply conditions on the hotel services. In the case of high demand, these institutions do not have sufficient capacity to fill the demand, and the offer causes loss resulting from the capacity of the sale is left empty or unsold Due to the recession of demand.

7. The Hospitality Foundation must provide tangible evidence of equipment, furniture, elevators, telephones, fax machines and the Internet. (Hafiz, 26: 2010)

Advantages and disadvantages of hotels

1- Advantages of Work at the hotel :

A. **Long-term career opportunities:** Salaries and jobs in the hospitality industry generally start from low grades and low salaries, but there are multiple opportunities for career development. The entertainment scale is hard work, excellence and uniqueness and not the seniority of the employee. He starts with a receptionist, but after 10 years, he can be Director.

B. A pleasant field of work: Working in the field of hospitality gives you the opportunity to meet different groups of people such as kings, presidents, artists and others. In the field of hospitality, everyone is cheerful and happy to work even if the purpose of the work is profit or ranks, unlike work in a boring ministry and its permanent leaders.

2- Negatives of work at the hotel :

1. **Long working hours:** work in hospitality is tiring because the hours are long, and throughout this time (the working time) the waiter or receptionist cannot rest during working hours, especially that the hotel works 24 hours, unlike employees in the government departments who can rest and also if the one of the employees was absent. It is obligatory for his colleague to continue his career which may take a full day.

2. **Unstable (non-traditional) agendas:** Due to the flexibility and instability of hours in the hospitality industry, it is difficult for a staff member to determine his work schedule exactly. What may be a day off may turn into a workday, and half a day may become full day work in the event of congestion Or absence of staff.

3. **Work pressure:** Work in hospitality is almost entirely dependent on human beings, and machinery has little to do with work, leading to increase working pressure on staff. The waiter is responsible for a number of tables and another person is responsible for another. The receptionist is responsible for booking and answering the phone Together.

4. **Wages are very poor at the beginning of work:** but they improve after that and the more work and customers, the more profits and increasing in the share of employees in the hotel, for example, the price of the food bill increases the price of service, and there is a profit rate. (Hafez, 2 8 : 2010)

The hotel industry and its impact on the tourism industry

Tourism is an important factor for the economic growth of the country which is conducting an effective tourist movement. The process of transferring tourist funds (foreign currency) to the economy of the country which receives tourists is considered an invisible income. Tourism is therefore associated with international trade. It is considered a composite industry through its relationship with other productive sectors. If amounts of income from tourism increases, the possibility of the State to import goods and services and contribute to tourism in trade exchanges, increases and developing countries need to increase interest in the economy because it is an important source of foreign currency, and development factor in the country.

Since the hotel is considered one of the requirements of a modern civilization, we cannot imagine a civilized country without a hotel, there is no tourism without hotels and no hotels without tourism.

Therefore, any city will not be of great value unless it has at least one hotel to influence its visitors.

The hotels play the first main role in the development of tourism in any country in the world, tourists spend a long time in hotels, especially for therapeutic tourism, business and conference tourism, and tourists upon arrival in any country, the first thing to search for is the hotel before searching for food or drink on the one hand, and on the other hand, the hotels give good impressions to the tourists about the country they visit after impressions of the airport or port Etc. (Tawfiq, 1997: 39)

Hotels tourism is important in terms of tourism as it is an important source of foreign exchange and it contributes to the elimination of unemployment, which is a comfortable industry, especially that countries

encourage this industry by tax and customs exemptions on most of the operating requirements and hotel needs.

The hotel industry is characterized by manpower element therefore the success of this hotel management depends on effective micro - control aspects of the prevailing activity through the accounting system, as well as the administration 's success in the selection of staff.

The modern trend of the hotel industry is to organize tours from one city to another and from one country to another In agreement with the international airlines, or owning one of them and to be accommodated in the same hotel or the same series of hotels.

Hence, the importance of the role of hotels in the national economy if it is considered by the tourism organizations concerned as a future industry in itself. (Al-Zaher and Elias, 15: 1: 2007)

The hotel industry needs to take great care and support of science and technology so that it can perform its role in the service of economy and national development. Here we can observe how the balance of the Iraqi tourist is distributed on the components of goods and services production according to the budget of domestic and foreign tourists in spending on buying the tourist product during his tour to Iraq and As shown in Table (1):

Schedule (1) The budget of the tourist coming to Iraq

Elements of expenditure	The ratio
Residence	45 %
Food and drinks	20 %
Internal transport	15th %
Purchases	10 %
Entertainment	5 %
Other activities	5 %

Source: Maha Abdul Sattar Abdul-Jabbar Al-Samarrai, Foundations of a proposed science for calculating tourism income and its impact on Iraqi national income, Master Thesis, Introduction to the Faculty of Management and Economics, Department of Tourism and Hotel Management, Mustansiriya University, 2010, 106-105 .

Many of the tourist countries in the world started focusing on modern and huge hotels and interest in them. Today, hotel management is one of the most difficult professions that needs a permanent challenge, and at the same time less understanding of the global economy. Despite the fact that all the cities, whatever their size, there is at least one or more hotels, though also that every citizen has some contact and at least once in the hotel life.

The hotel is thus satisfying the necessities of modern life, and as a result of the increase in the global tourism movement, the ease of transition, and the different desires of tourists according to their customs and traditions, so the hotel industry must meet all the needs of tourists and their demands from around the world. (Al-Zaher and Elias, 15, 3 : 2007)

Modern hotels do not only provide accommodation, but also provide all facilities and necessities such as food and beverages, specialized restaurants, public halls, cleaning clothes, sports clubs, nightclubs, swimming pools, shopping malls, banks services ,postal and telephone services and other services such as secretarial and translation.

Experts point out that half of the tourism resources come from hotel resources, which means that if the hotel resources increase, the share of tourism resources will increase and vice versa. For this reason, we note that the developed countries are interested in the establishment of the hotel industry. And the hotel if it remains

unchanged the hotels will be empty of tourists and vice versa Hotel industry, the tourism industry, it becomes stapes without any change or study to meet the needs of tourists and their wishes, it will end

The hotel industry, such as the tourism industry, is highly sensitive to the political, economic, social and security changes in the country. The lack of security leads to the failure of tourism, regardless of the tourist attractions and tourist facilities, and also leads to the failure of hotels . (Al-Zaher & Elias, 154: 2007)

Types of hotels

1. **City hotels:** Located in the large and medium cities, they are always within the municipal boundaries. Their services range from excellent to third class, and their prices vary according to the grades.
2. **Airport hotels:** These are hotels near the world's largest and most important airports, ranging from excellent to three-star, offering services to travelers by air or in the event of aircraft crashes, most of which are intended to accommodate patients traveling by air.
3. **Motels:** Hotels dedicated to travelers by private cars and buses, located on highways, always have reasonable prices and average services.
4. **Resorts:** They are hotels or neighborhood villages located in natural areas near mountains, lakes, rivers, etc., and are often high in degrees and prices as well, and the period of residence of tourists is long and its location is always outside the cities.
5. **Tourist hotels:** hotels that ear located on the important and famous world coasts, and are featured with their big sizes , and the diversity of its services, high grades and excellent services, located in some tourist cities in the world such as Las Vegas and Atlantic City and Monte Carlo ... etc, offering integrated services for tourists .
6. **Youth hostels:** It is a residence set up and accommodation for young people and university students and services are simple and cheap prices for young people.
7. **Mobile hotels** are divided into:
 - a. **Floating hotels:** They are ships and steam ships that contain sleeping rooms, restaurants and theaters, and their prices are high, and their services are excellent and include staying there for several days until completion.
 - b. **Mobile land:** These are rooms located in trains or buses or in the form of large cars with sleeping rooms, ranging from expensive to medium.
 - c. **Flying hotels:** They are found in the aircraft are family-shaped seats for travelers to comfort and be expensive.
8. **Therapeutic hotels:** hotels located near sulfur or mineral baths, and are always integrated services, and expensive, and used for treatment and rehabilitation for therapeutic tourism.
9. **Sports hotels:** hotels located near large stadiums or located near ice skating centers, ranging from medium to high prices and are always dedicated to sports tourism. (Al-Zahir and Ilyas, 15 May 2007).

Factors that determine the shape of the organizational structure of the hotel

The organizational structure of any hotel is influenced by many factors which play an important role in raising the attractions and increasing the occupancy rate. The factors that determine the organizational structure of any hotel establishment are the following factors:

1. **Location and marketing :** The location and service of the hotel play an influential role in the occupancy rate and therefore in the type and number of members of the organizational structure. The hotels are often similar of appearance to the organizational structure, especially for these which are allocated to receive large groups of guests.

2. **Ownership Quality:** ownership of hospitality establishments type plays an important role in the significant impact on the overall size of the hotel and thus on the number and type of work team for this hotel, intended ownership of the hotel is the extent of their subordination to individuals, institutions or companies or hotel series or some hotels with franchise rights, each of which has a specific design or form and a team who shares his responsibility with the management center of these hotels.

3. **Suitable style hotel :** The hotel staff varies according to the hotel quality and size to determine the size of work to be done and the services provided to the guest . It is intended to provide full services from the beginning of the arrival of the guest to the hotel, all this aims to provide excellent services to the guest using skilled labor and excellent management working hard to satisfy the desire and satisfaction of the guest.

4. **Services to the Tourist :** There is no doubt that the degree and rank of the hotel affect mainly and large on the sections that make up the organizational structure of the hotel and this in order to provide the best services to the guest and of course will correspond to the prices of these hotels.

5. **The size of the used capital :** It is obvious that the capital used in the establishment of any type of hotel institutions significantly affect the form of the organizational structure of these hotels, it is also obvious that if the capital invested in the establishment of a hotel is large , it will lead to an effective impact In the number and form and efficiency of the organizational structure, as the abundance of capital in turn lead to the establishment of a hotel to a degree of specifications desired by the owner of the capital type, size and management and this is reflected in the type and amount of services provided to the tourist (Juma and Al-Zalaki, 347: 2009).

Classification of hotels

Hotel business appearance and the emergence of importance in more than one country led to the creation of the idea of hotel projects arrangement to degrees, and based on that vision hotels are classified according to the principles and regulations differ according to the views of specialists around the world that should be adopted in the classification due to the absence of a specific standard depends continuously For the purpose of classification and other factors, and the most important criteria by which the classification of hotel establishments are divided or classified .(Jassim, 11 6 2014) :

1. By degrees.
2. According to the price level.
3. According to the stars.
4. Depending on the length of stay.
5. By ownership.
6. According to the site.
7. In terms of services.

However, It is known at the level of tourist and citizen is classified by the stars and classification by grades because the classification itself reflects the other details, and therefore hotels are divided in terms of number of stars to the following:

1. **Five star hotels:** the finest hotel types, offering full service at high prices.
2. **Four Star Hotels:** offering full service but less than 5 star.
3. **Three star hotels:** less than four-star hotels and no additional services at the previous level.
4. **Two hotels:** These are popular hotels due to the low standard of furniture, and there are common uses in public areas as toilets.
5. **One star hotels:** very modest for their services, number of rooms, prices and facilities provided.

Classification by grade includes: (Jassim, 117: 2014)

1. **Superior class hotels:** offering full service to guests at relatively high prices, characterized by specific features as location, rooms, food and beverage, with emphasis on the quality of the food provided by their restaurants and bars.
2. **First class hotels:** The hotel is one of the best hotels in the city, offering the best hotel services in an integrated manner, but not at the level of services provided by the excellent hotels and the prices of services are lower than the prices in the excellent hotels.
3. **Second class hotels:** It is a good hotel, offering the lowest level of services offered by first class hotels at lower prices, also characterized by specific features in terms of location, room, food and beverage sector.
4. **Third class hotels:** It is a popular hotel where the level of services provided are modest, cheap prices and specific services.

TOURIST DEMAND IN THE PROVINCE OF KARBALA (PRACTICAL SIDE)

First: The tourist components in Karbala and the tourist demand

1- Tourist components of Holy Karbala

Karbala Governorate has a number of unique natural, historic and archeological elements in the world, both Arab and international:

- a. Natural components: Lake Razzazh and tourist sites in the district of Ain Tamr.
- b. Historical and archaeological components
 1. Al-Ukhaydir Fort.
 2. Al-Tar Caves .
 3. The Indian clam.
 4. Fighter Palace .
 5. Dalma and Al-Hasona hills.
 6. The Palace of Shimon.
 7. Majda Lighthouse.
 8. ruins of Khan Nakhilah.
 9. Khan al- Atish .
 10. Khan al - Atashan.
 11. Al Owain Palace.
 12. Palaces (Ain Al-Tamr)
 13. Manarat Al - Abd.
 14. White arch .
- c. **Religious components:**
 1. The Holy Husseini Ataba.
 2. The holy Abbasid Ataba.
 3. Shrines.
- d. Hospitality Malls .
- e. Customs and Traditions.
- f. Traditional folklore industries.
- g. National dress .
- h. Tourism Education.
- i. Libraries.

2-Tourist demand:

The tourist demand in Karbala governorate is to develop the concept of tourism demand to reach a simple idea of its concept. The tourist demand is defined as "the total number of tourists who benefit from tourism services and facilities. The tourist demand here is the flow of tourism to the international areas"

It is also known as "the total number of persons traveling or wishing to travel for the use of tourist facilities far from their areas of residence"

It is known as that as " a group of trends and desires and reactions towards a particular area, and as long as this desire to travel is an acquired motivation and somewhat late in the ladder of psychological motivation, which its role comes after the original motives that are based on biological basics related to human life, such as hunger, thirst and clothing And housing, payment to travel is subject to various indicators that lead to multiple variables in the views of the people " (Shubar and Mushafi, 315: 2015) .

Second: Classification of hotels by tourist classification in Karbala Governorate for the period 2010-2017

Table (2) Number of Hotels by Tourist Category in Karbala Holy Province for the Period 2010-2017

the year	Excellent (five stars)	first (Four stars)	a second (Three stars)	Three-star hotel	Fourth (1 Star)	Fifth (popular)	Total	Evolution rate
2010	0	1	56	33	13	32	26	-
2011	2	3	109	5	11	10	37	0.44
2012	1	6	107	2	12	10	46	0.23
2013	1	9	149	0	13	12	57	0.24
2015	1	11	139	2	13	14	60	0.043
2016	1	14	153	4	13	17	66	0.11
2017	1	11	161	1	20	19	75	0.14

Source: Prepared by the researcher based on the Ministry of Planning, Central Organization for Statistics and Information Technology. , Directorate of Trade Statistics, Survey of hotels and tourist accommodation for the period 2010-2017 .

Third: the development of housing capacity in the province of Karbala for the total Iraqi hotels for the period from 2010 - 2017 : To give a realistic idea of the development of housing capacity in the province of Karbala, see Table (3).

Table (3) Number of hotels, number of beds and rooms and the rate of development and housing capacity in the Governorates of Karbala for the total for the period of 2010 - 2017

the year	Number of beds	Family housing capacity	Evoluti on rate	The number of rooms	The housing capacity of the rooms	Evolution rate
2010	13384	4885160	-	4968	1813320	-
2011	35963	13558051	117.5	14182	5176430	1,854
2012	35710	13034150	3.86 -	15686	5725390	0.106
2013	44432	16217680	24.4	17267	6302455	0,100
2015	55887	20398755	25.8	22154	8086210	0,28
2016	56570	20648050	1.22	22216	8108840	0.028
2017	85249	31115885	0.51	35504	12958960	1.5

Source: prepared by the researcher depending on the Ministry of Planning, the Central Bureau of Statistics and information , the Directorate of Trade Statistics, Survey hotels and tourist accommodation complexes for the period 2010-2017 .

Fourth : Revenues of hotels classified as tourists and revenues of popular hotels in Karbala governorate for the total hotels for the period from 2010 - 201 7

Table (4) revenues of classified hotels and tourist revenues popular hotels in the province of Karbala for the total for the duration of 2010 - 2017

The year	Income of hotels classified as tourists	Revenues of popular hotels	Total The value of thousand dinars
2010	21508108624	-	21508108624
2011	81944114550	1620387860	83564502410
2012	73634951774	4612414500	78247366274
2013	71472096015	5527228125	76999324140
2015	178815889	12735566	191551455
2016	157198271	14059441	171257712
2017	95280072	8135226	103415298

Source: Prepared by the researcher based on the Ministry of Planning, Central Organization for Statistics and Information Technology. , Directorate of Trade Statistics, Survey of hotels and tourist accommodation for the period 2010-2017 .

Fifth: The development of hotel demand in Karbala governorate by nationality during the period 2017 - 2010 Table (5)

Table (5) internal demand hotel (Iraqis) compared to demand outside the hotel (non - Iraqi) in the province of Karbala , the proportion of the total Iraqi hotels during the period 2017 - 2010

The year	Iraqis	Multiple nationalities	Total Guests
2010	48683	470494	519177
2011	448694	1478743	1927437
2012	1138635	996551	2135186
2013	1859375	1255774	3115149
2015	1304634	1252989	2557632
2016	1429510	1871216	3300726
2017	760907	1543176	2304083

Source: prepared by the researcher depending on the Ministry of Planning, the Central Bureau of Statistics and Information Technology. , Directorate of Trade Statistics, Survey of hotels and tourist accommodation for the period 2010-2017

Sixth : The number of nights in Karbala Governorate for the total hotels during the period from 2010 - 2017

The number of nights index is another qualitatively indicator to measure the evolution of hotel demand so we study in this paragraph to indicate the development of a qualitative demand hotel in Karbala for the total during the period 2006 - 2015 . See table (6) .

Table (6) Number of Nights in Karbala Governorate for the Country During the Period From 2017 - 2010 .

The year	Number of nights
2010	1544125
2011	5956886
2012	5680502
2013	6614592
2015	6663676
2016	8871503
2017	5049773

Source: Prepared by the researcher based on the Ministry of Planning, Central Organization for Statistics and Information Technology. , Directorate of Trade Statistics, Survey of hotels and tourist accommodation for the period 2010-2017 .

Through the practical side and the tables above, the great role in the classification of hotels in the holy province of Karbala is illustrated by the increase in the continuous and tourism demand and gradually from 2010 to 2017, thus achieving the hypothesis of research which is the " ability to classify the hotel in its role of tourism demand for accommodation Hotel in the holy province of Karbala.

CONCLUSIONS

The tourist classification in Karbala governorate is varied and combines tourist hotels and popular hotels.

The hotel accommodation in the province of Karbala represents the largest proportion of the tourist budget.

The number of tourist and popular hotels in the case of continuous increase in the province, where in 2017 reached (758) tourist hotel and popular, where in 2010 (261).

The housing capacity of the beds household is in an increasing manner, reaching in 2017 to (31115885), increasingly from 2010 (13384). This represents the great role of hotel classification on tourism demand, as well as the housing capacity of the rooms in 2017 (1813320) And a large difference from 2010 (12958960).

The weakness of the hotel base for the excellent hotels and the large number of hotels four and three stars due to weak foreign investment in the province.

The capacity of the tourist demand base on hotel accommodation in late and popular grades shows the extent of the impact of economic forces, especially income and prices on tourism demand. This reflects the large capacity in the area of low-income social groups.

The absence of tourist awareness and tourism culture for some social groups.

The diversified classification of hotels in the holy province of Karbala reflects its role in drawing the tourism demand map, which supports the validity of the research hypothesis.

Adopting international standards in the classification of tourist hotels in order to increase tourism demand.

Do not allow the construction of random hotels that do not represent a positive addition to hotel buildings, and rely on maps, designs and hotel models.

Encourage the entry of foreign investments and the conclusion of tourist agreements aimed at rehabilitating and developing existing ones at the level of construction, technology and acceptable tourism service.

Setting laws and legislations that help to promote the tourism reality in the governorate.

The aim of reducing taxes and deductions from the citizen and increase salaries and wages and social declarations and within successful economic conditions.

Adoption of the style of series hotels for civilized as an effective means accompanied with the approved standards of hotel activity.

Exploiting the outputs of tourism education in the province of Karbala to improve the hotel reality as worthy of extensive experience.

Investment in infrastructure and superstructures to meet the needs of tourism activity and increase the absorptive capacity that is consistent with the real potential of these structures.

BIBLIOGRAPHY

AL-ZAHER, NAEEM, ELIAS. (2007). Sarab: Principles of Tourism, Dar Al-Masirah Publishing and Distribution, Second Edition, Amman, 2007.

ANKER. (2011). Michel: Tourism and Hotels (Basic Theory and Scientific Training on Operating Restaurants in Tourist Hotels), Modern Book House, Cairo, 2011.

HAFEZ. (2010). Abdul Karim: Hotel and Tourism Management, Dar Osama Publishing and Distribution, First Edition, Amman - Jordan, 2010.

HALABO. (2001). Saad Ahmed: Floating Hotels and Resorts, Nile Group Arab, First Edition, Cairo.

JASSEM. (2014). "Ibrahim Abbas: Classification of hotels and its impact on the movement of demand for hotel accommodation in Iraq", Journal of Baghdad College of Economic Sciences, University, No. 38, 2014.

JUMA, IMAD EL-DIN GAMAL. (2009). El-Zallaq and Laila Mohamed Saber: Hospitality Industry (Science and Art), Dar El Wafaa Printing & Publishing, First Edition, Alexandria, Egypt.

MINISTRY OF PLANNING, Central Organization for Statistics and Information Technology, Directorate of Trade Statistics, Survey of Hotels and Tourist Accommodation for the period 2010-2017.

SHUBAR, ILHAM KHUDAIR AND MUSHAFI. (2015). "Richia Zia: Importance of Diversification of Tourism Patterns and their Impact on the Future of Tourism Demand in Karbala Governorate (Field Study)", Journal of Administration and Economics, No. 106, 2015.

TAWFIQ. (1996). Maher Abdul Aziz: Principles of Hotel Management, Dar Zahran, Amman.

BIODATA

Maha Abdulsattar Al-Sammarraie: University of Al- Mustansiriya, Faculty of Tourism Science ,Department of Hotel Management. Iraq .Maha64n@uomustansiriyah.edu.iq. malak64mm@yahoo.com

Salam Jaafar Azeez: University of Kerbala, Faculty of Tourism Science, Department of Hotel Management, Kerbala, Iraq. salam.j@uokerbala.edu.iq. sga.alasade95@gmail.com

A.L.Haidar Dheyaa Salman: Department of Religious Tourism / Holy Al- Ataba Al- Husseinia / Babylon Branch. haider208943@gmail.com