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AN ANALYTICAL STUDY OF THE FACTORS AFFECTING THE CHOICE OF TOURISTS FOR HOTELS (A FIELD STUDY OF A SAMPLE OF TOURISTS WHO GO TO THE STATE OF KERBELA – IRAQ)

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Abstract:

This study aimed to identify the impact of a group of factors (The purpose of the visit, the visitor's concept of value, social and economic factors, race or religion) on the choice of hotels by tourists, to achieve this, we selected a random sample (250) from the study population, which consists of all tourists visiting Karbala Governorate - Iraq -, this take place during the end of 2023 and the beginning of 2024 a questionnaire was distributed electronically to collect data. The most important findings of the study are that there is a significant relationship between the factors (The purpose of the visit, the visitor's concept of value, social and economic factors, race or religion) That affect needs of tourist guests and between evaluating and choosing the hotel. The study provided, through the results, a set of recommendations, the most important of which was: Renewal and development of hotel interior design, Development in complementary services (restaurants, cafeteria...) Since we met many foreign guests, the menu had to be diversified to suit their desires.

Keywords:

Factors, Hotels, City Kerbela – Iraq, Tourism, Tourists

Introduction

Tourism is one of the largest growing industries in the world, today it has become one of the most important sectors in international trade, as a productive sector that is of great importance in increasing national income, and improve the balance of payments, and a source of hard currency, and providing employment opportunities for the workforce, as a goal to achieve economic development programs, its revenues amounted to hundreds of billions of dollars, the number of tourists is hundreds of millions, in addition, it is of interest to many parties, including private sector institutions and non-governmental organizations, the breadth of the sectors and services involved, as well as the magnitude of the infrastructure required to support them, (Transportation, banking, financial institutions, advertising, encouragement and promotion institutions...etc) (Shalali & Ouinan, 2010; ALmasoodi et al., 2023).

The introduction section of this study addresses several critical issues in the tourism and hospitality industry, focusing particularly on the factors influencing tourists' hotel selection in Kerbala, Iraq. It emphasizes the significant economic impact of tourism, highlighting its role in contributing to national income, improving balance of payments, and creating job opportunities. This underscores the importance of understanding tourist behavior for economic growth. The research investigates various factors affecting tourists' hotel choice, including the purpose of visit, visitors' concept of value, socio-economic factors, and race or religion, reflecting the complexity of tourist decision-making processes. The study stresses the need for tourism and hotel establishments to comprehend customer behavior thoroughly, which is crucial for creating and stimulating demand for services in an increasingly competitive market. It acknowledges the impact of cultural and environmental factors such as race, religion, and nationality on consumer behavior in tourism, particularly relevant in a culturally rich destination like Kerbala. The introduction also points out the ever-changing nature of consumer needs in the service industry, necessitating continuous analysis and adaptation by service providers. It mentions the increasing use of modern technologies to understand user interactions with marketing, reflecting the digital transformation in the tourism sector. While not explicitly stated, the focus on factors affecting hotel choice implies an underlying concern with service quality and customer satisfaction in the hospitality industry. These issues collectively form a comprehensive framework for understanding the dynamics of tourist behavior and hotel selection in Kerbala, providing a solid foundation for the study's objectives and methodology. To enhance this section with statistics, future research could include data on the number of tourists visiting Kerbala annually, the economic contribution of tourism to Iraq's GDP, occupancy rates of hotels in Kerbala, and growth trends in the Iraqi tourism sector over recent years.

It is very natural for tourism and hotel establishments in particular to be fully aware of customer behaviour, and this makes it easier for them to carry out the task of creating and stimulating demand for their services, users (consumers) have their values, concepts, perceptions, and behavioral models that are the result and result of the influence of the environment, such as race, religion, and nationality, therefore, leisure and leisure habits, health factors and lifestyle have an impact on consumer behavior (Consumer's age, lifestyle, occupation, economic circumstances, and personality) these factors influence the way an individual makes purchasing decisions (ALmasoodi & Rahman, 2023; Liu et al., 2022). Accordingly, management is increasingly using modern technologies to understand how users interact with marketing and what are the most important influences on their behavior, and thus their needs for various service products are ever-changing, which requires marketers to analyze their needs and

distinguish how their products can be improved to satisfy their needs and satisfy their desires. Therefore, service marketing has become more complex (Toual & Mohammadi, 2020). The primary objective of this research is to identify and analyze the impact of various factors on tourists' hotel selection in Kerbala, Iraq. Specifically, the study aims to examine the influence of four key factors: the purpose of the visit, the visitor's concept of value, social and economic factors, and race or religion. This comprehensive approach seeks to provide a nuanced understanding of tourist behavior in the context of hotel choice.

The scope of the study encompasses a field study conducted in Kerbala Governorate, Iraq, focusing on a sample of tourists visiting the area. The research was carried out during the end of 2023 and the beginning of 2024, providing recent and relevant data on tourist preferences and decision-making processes. The study employs a quantitative research methodology, utilizing a questionnaire as the primary data collection tool. This approach allows for a systematic analysis of the factors influencing hotel selection across a diverse group of tourists. Furthermore, the scope extends to examining both domestic and international tourists, considering the religious and cultural significance of Kerbala as a destination. This broad perspective enables the study to capture a wide range of visitor experiences and preferences, enhancing the applicability of its findings. The research also delves into the practical implications for the hospitality industry in Kerbala, aiming to provide valuable insights for hotel management and marketing strategies. By analyzing the relationship between various factors and hotel selection, the study seeks to contribute to the improvement of service quality and customer satisfaction in the region's hospitality sector.

Overall, the objective and scope of this study are designed to fill a gap in the existing literature on tourist behavior in religiously significant destinations, while also offering practical recommendations for enhancing the tourism experience in Kerbala. The findings are expected to have broader implications for understanding tourist behavior in similar cultural and religious contexts.

Theoretical Background and Hypotheses Development

The literature review has extensively explored the factors that influence tourists' choice of hotels, and the essential role these factors play in the tourism industry has been discovered (Silaban et al., 2022; Almasooudi et al., 2023). This study provides valuable insights into consumer behavior in the hospitality and service sector, especially in the context of different cultural and geographical environments such as Iraq. Kim et al. (2020) performed a significant study on the relative impact of cognitive, emotive, and sensory qualities in hotel choosing. Their findings showed that while cognitive attributes such as pricing and service quality remain essential, affective attributes (e.g. pleasant ambience) and sensory attributes (e.g. room quality) are equally important in hotel choice. This multidimensional approach to analyzing hotel choice has influenced subsequent research, focusing on the complexities of travelers' decision-making processes (Alyasiri et al., 2024). Sukho et al. (2019) published a study on the factors influencing tourists' choices and satisfaction with hotels. The study emphasized the importance of cultural factors, safety, and service quality in choosing a hotel (Al-Masoudi et al., 2023). Sukho's work is particularly relevant to the current study on Karbala because it provides information on tourists' behavior in a culturally similar environment.

According to study by Luz, (2020) showed how religious reasons can have a significant impact on travel behavior, including accommodation choices, especially in areas of religious significance. A recent study focused on the impact of online reviews and forums on hotel selection. Al-Saeed (2020) investigated the impact of online reviews on hotel booking intentions. They found a significant positive relationship between good online reviews and the number of hotel bookings, confirming the growing importance of digital word of mouth in the hospitality industry. Bello and Bello (2021) investigated the idea of value in hotel selection and found that perceived value has a significant impact on tourist satisfaction and behavioral intentions. Their research emphasized the need to understand how guests perceive value in their hotel experiences, which is likely to apply in the Karbala region as well (Al-Masoudi & Rahman, 2023). Focusing on economic aspects, Modi et al. (2023) studied the impact of income on hotel choice. Their findings suggest that income levels significantly influence hotel choice, with higher-income travelers generally choosing higher-quality accommodations. This socio-economic perspective is crucial for understanding tourist behavior in diverse economic contexts. In the area of cultural influences, Zhao and Chan (2023) conducted a study on Chinese tourists' hotel choice, revealing the importance of cultural factors such as "face" (social prestige) in decision-making. This research emphasizes the need to consider cultural nuances in understanding hotel choice, especially in culturally rich destinations such as Karbala. This prompted us to pose a question that we will attempt to answer through this study.

These studies together provide a comprehensive background for understanding the complex factors that influence tourists' hotel choices. They highlight the interaction between cultural, economic, technological and personal factors in decision-making processes. However, there is still a gap in the literature that specifically addresses the unique context of Karbala, Iraq, as a religious and cultural destination. The current study aims to fill this gap by examining the factors that influence hotel choice in this specific setting and contribute to a broader understanding of tourist behavior in destinations with religious significance. Naturally, the importance of this research stems from the importance of factors (purpose of visit, visitor's perception of value, socio-economic factors, ethnicity or religion) and their impact on tourists' choice of hotels, and the hotel industry. It has become of great importance nowadays and its staff keeps up with developments and works on field studies that reveal shortcomings and work to avoid them and develop services according to customers' desires.

Table 1. Research Questions, Objectives And Hypotheses

Objectives	Research Questions	Hypotheses
1. To examine the impact of the purpose of visit on tourists' hotel selection in Karbala Governorate, Iraq.	1. How does the purpose of visit affect tourists' evaluation and selection of hotels in Karbala?	1. There is a significant relationship between the purpose of visit and tourists' evaluation and selection of hotels.
2. To assess the influence of visitors' concept of value on	2. To what extent does the visitor's concept of value influence their hotel choice?	2. The visitor's concept of value has a significant impact on hotel evaluation and choice.

their evaluation and choice of hotels		
3. To analyze the effect of socioeconomic factors on tourists' hotel preferences and selection.	3.What is the impact of socioeconomic factors on tourists' hotel evaluation and selection?	3. Socioeconomic factors significantly influence tourists' hotel evaluation and selection.
4. To investigate the role of race or religion in tourists' hotel evaluation and choice.	4.How do race or religion factors affect tourists' hotel preferences and choices?	4. Race or religion plays a significant role in tourists' hotel evaluation and choice.

Theory of Planned Behavior (TPB)

The theory was developed by Icek Ajzen (1991). This theory is particularly relevant to understanding tourists' hotel choice behavior in Karbala, Iraq. The theory of planned behavior posits that an individual's behavior is determined by their intention to perform that behavior, which in turn is influenced by three main factors: attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of hotel choice, attitudes can relate to tourists' perceptions of hotel characteristics; subjective norms can include cultural or religious expectations; and perceived behavioral control can include factors such as budget constraints or available information. This theory provides a comprehensive framework for analyzing how different factors (purpose of visit, visitor's perception of value, socioeconomic factors, and ethnicity/religion) influence tourists' hotel choices. It allows for the integration of personal, social, and contextual factors, making it highly applicable to the complex decision-making process involved in choosing accommodation in a culturally and religiously significant destination such as Karbala.

A person consumes various goods and services in order to satisfy his desires. The more goods and services there are in a person's life, the more his desires increase and multiply. Hence the importance of studying consumer behavior has emerged, In the beginning, we must learn about consumer behavior in general, and then we must learn about tourist consumer behavior (Gursoy et al., 2022). As man is by nature social, he coexists and harmonizes with others, directly or indirectly, and this coexistence, harmony, and friction creates a kind of social communication and adaptation of customs and traditions. Therefore, the consumer can be defined as that person who buys or acquires goods with the aim of satisfying his psychological or material needs or for his family members, that is, the goods or services that he buys, he consumes them and buys them again, as for consumer behavior, there are several concepts that are addressed, including:

1. Definition of the scientist (Engel), where he defined consumer behavior as representing the direct actions and actions of people in order to obtain the service or product and includes the procedures for making a purchasing decision, this definition indicates that it is not possible to know what is inside an individual except what is apparent from him, that is, what is inside him that we do not see and we see his outward activities and activities, and what is in his inner thinking and motivations remains unknown. (Al-Sumaidaie & Rudaina, 2022).

2. As for Molina, he defined consumer behavior as representing the actions and actions that individuals take in planning to purchase a product, whether a good or a service, and then consuming it, that is, the consumer carries out a pre-planning process to make his purchasing decision, and this planning is based on the consumer's experience, knowledge, and information, as well as motivations and attitudes (Al-Sumaidaie & Rudaina, 2022).

The importance of studying tourist behavior has emerged as a result of the developments that have struck the tourism sector, it has become necessary to study this behavior in depth because of its great importance in supply and demand and how it affects and is affected in the areas of the tourism market, a person consumes various tourist goods and services that he encounters and learns about in his life in order to satisfy his needs and desires. The more these goods and services increase, the more numerous his desires become (Frías-Jamilena et al., 2022; Oncioiu & Priescu, 2022; Almasoodi & Rahman, 2023).

Definition And Importance Of Studying Tourist Consumer Behavior:

The tourist consumer does not differ from the ordinary consumer in terms of the purpose of consumption and purchase, but he differs in terms of the nature of the method of purchase and consumption, therefore, the consumer of the tourism program does not use it until after moving to the visiting area or the place of the tourist destination, unlike the buyer or acquirer of tangible material goods who can consume and enjoy them immediately after contracting to purchase them, also, the ordinary consumer can try the commodity before buying it, such as a car, but in the case of a tourist product, he cannot do this, and thus the tourist consumer differs from the commodity consumer (Halkiopoulos et al., 2022).

Accordingly, the tourist consumer is "that person who purchases tourist services to use and benefit from them during his tourist trip, whether he is a local tourist or an international tourist." it can also be defined as a person who purchases tourism goods or services, uses them, and benefits from them to satisfy his psychological, spiritual, and moral needs (Dewi et al., 2022). As for tourist consumer behavior, it is the behavior or action undertaken by the tourist as a result of social or personal influences towards the tourism product, that is, tourist consumer behavior represents the tourist's desire to take a tourist trip and consume tourism goods and services during the trip (Durmaz et al., 2022; Almasoodi & Rahman, 2023).

Tourist behavior: It is every behavior of the consumer of tourist services that has a reason or motive behind it, it is defined as being directed to achieving specific goals, so we cannot imagine behavior without a clear goal, since the behavior of individuals is a continuous process, there is no beginning and end to their behavior, but rather each behavior is part of episodes connected to each other (Kafi, 2017; Almasoodi & Rahman, 2023). Discovering marketing opportunities in light of strong competition, where the organization can benefit from the marketing opportunities available to it, which are represented by unsatisfied needs. Market segmentation aims to segment it into different segments of similar consumers. Moreover, rapid response to changes in consumer needs and desires. However, developing tourism services, as every tourism institution must strive to provide products that satisfy the needs and desires of the consumer (Kovalenko et al., 2023).

Characteristics Of The Tourist Consumer:

Tourism consumer behavior is characterized by many characteristics that give it a special nature and a different style in its use of the tourism product in the country of tourist destination

and its pattern of spending on its services and tourism purchases, the most important of these characteristics are the following:

1. It is the result of something: that is, it is caused and does not appear in a vacuum, as behind every behavior there must be a reason or motive for the behavior, and the reason may be linked to the goal or it may be linked to the purpose, and in both cases the behavior takes place (Al-Mansour, 2006)
2. It is purposeful behavior: meaning that he seeks to achieve a goal or satisfy a need, man does not act without purpose, regardless of the patterns or forms of behavior or response that appear to us, in general, the main goal that results from an individual's behavior is to achieve the general balance of his personality by satisfying his needs and calming or calming his motivations (Nouri & Parker, 2013).
3. It is a diverse behavior: behavior appears in multiple ways so that it can adapt to the situations it encounters (Hawari, Amina, & Majdal, 2013).
4. It is a flexible behavior that can be stimulated and modified: behavior is modified and changed according to different circumstances and situations, note that flexibility is relative from one person to another, according to the differences in personality components and surrounding environmental conditions (Stanton, 1991).

Table 2. Factors Affecting Tourist Consumer Behavior

Factors		Factors	
1. Personal influences		2. Social influences	
a. Motivations	It is an internal driving force that directs an individual towards a specific goal, or it is an incentive that prompts the individual to act, it may be psychological, social, emotional, or subconscious, and it may be acquired or basic. Accordingly, tourists are influenced by a group of motives instead of a single motive, and the strength of individual motives may vary from time to time and from one case to another. There is a motive for the tourist that makes him prefer to stay in a hotel. than other hotels, or make him prefer to travel to one country	a. Community	It is two or more people who can have some type of exchange or interaction between them, the individual is naturally social, as he cannot live alone during his life. He must belong to a group, whether that group is friends, family, or work colleagues, and he is affected by it, especially since tourism programs, when prepared by their designers, are often group tourist trips. (Kafi, 2017)

	over another. (Ragione D. G., 2007)		
b. Perception	It is the process that forms mental impressions on the tourist consumer. He is aware of all aspects related to the tourism program and then has the desire and need to implement the tourism program, and makes his decision without response. (Al-Malkawi, 2022)	b. social classes	Social classes are divided into three categories: rich classes, middle classes, and poor classes, each of these layers has its own customs and characteristics, so program designers and marketers of tourism services must take these layers into consideration and meet the needs and desires of consumers in each program because they affect their behavior.
c. Personality	One of the most important indicators in evaluating the behavior of the tourist consumer, and the extent to which he behaves well or not. Therefore, it can be defined as those internal psychological feelings, qualities and characteristics of the tourist and the subsequent behavioral responses towards tourism goods and services that are reflected in them.	c. Religions and Beliefs	The pattern of consumption varies within society and between individuals, depending on the religions and beliefs that individuals hold, and their influence certainly appears in determining the behavior of the tourist consumer. This is what prompted marketers of tourism products when they market tourism programs to take into account the religions and beliefs of consumers. (Kafi, 2017)

Source: Prepared By Researchers

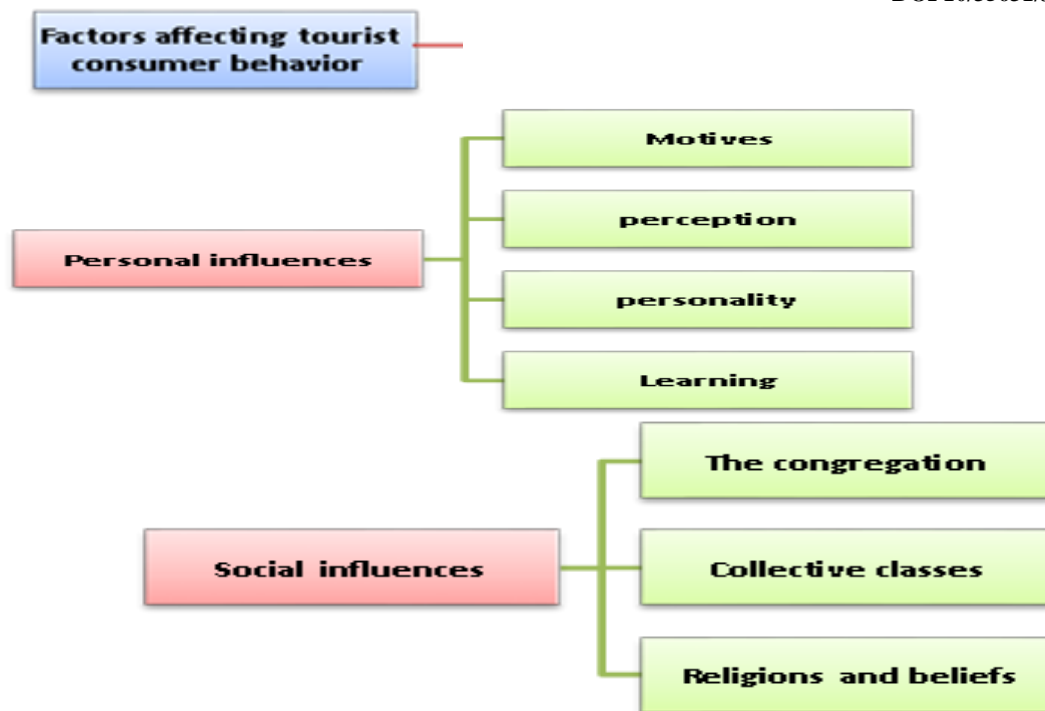


Figure 1. Factors Affecting Tourist Consumer Behaviour

Table 3. View Previous Studies

The researcher and the year	Study: (Nasser, 2021)
Title of the study	Developing hotel tourism services and their impact on tourist attraction in Latakia Governorate – Syria
Objectives of the study	This study aims to study the characteristics, types and methods of marketing tourism services, the study also dealt with tourism services in Latakia and the classification of hotels and their services, the study included hotels, guest nights, the development of tourism services and their role in tourist attractions
Study method	The study relied on statistical data issued by the Tourism Directorate in Latakia Governorate; the study also relied on the questionnaire as a tool for collecting information.
Study population and sample	The study population consists of all tourists who visit hotels (Rotana, Lamera, Riviera), and the research sample was chosen to consist of 150 individuals from the tourists.
Results of the study	The study reached a set of results, the most important of which are : There are several models of accommodation services in Latakia, and the development and multiplicity of hotel services contributes to tourist attraction and increases tourism revenues and job opportunities. Hotel occupancy rates in Latakia reach 86% during the summer tourist season.
The researcher and the year	Study: (Toual & Mohammadi, 2020)

Title of the study	An analytical study of the factors that affect the evaluation and selection of hotels - a field study of a sample of tourists visiting the state of Djelfa - Algeria -
Objectives of the study	The research aims to study the impact of a group of factors on the evaluation and selection of hotels
Study method	The study relied on the questionnaire as a tool for collecting information
Study population and sample	The study population is tourists who go to the state of Djelfa - Algeria. The research sample was chosen to consist of 100 tourists.
Results of the study	The study found that the evaluation and choice of a hotel among sample members is affected by a group of factors included in the study (the purpose of the visit, the visitor's concept of value, social and economic factors, age and gender, race or religion), based on the value of the correlation coefficient $R = 0.885$, the relationship between the independent variable and the dependent variable was strong, and the independent variable explains 77.2% of the dependent variable.
The researcher and the year	Study: (Khalo, , 2019)
Title of the study	Factors affecting the level of hotel services (an applied study on Dohuk hotels)
Objectives of the study	The study aimed to clarify the concept of marketing services and their importance, the role of the public and private sectors in financing them, and to introduce hotel service and its impact on national development. a study of Dohuk Governorate in terms of its location, nature, density of tourists, and the level of services provided to it.
Study method	The study relied on the questionnaire as a tool for collecting information
Study population and sample	The study population consists of all tourists visiting Dohuk hotels
Results of the study	Findings: Weak staff, limited tourism services, weak and limited customer relations, lack of use of electronic networks, lack of use of modern technologies, and lack of complementary services in hotels.
The researcher and the year	Study: (al-Sherbini, 2018)
Title of the study	The role of economic variables in influencing tourist behavior and motivations
Objectives of the study	The research aims to study the impact of economic variables on the behavior and motivations of tourists
Study method	The study relied on the questionnaire as a tool for collecting information
Study population and sample	The study population consists of all tourists, and the research sample was chosen to consist of 280 tourists
Results of the study	The study found that there is a significant relationship between economic variables and the behavior and motivations of tourists, meaning that the behavior and motivations of tourists change rapidly as a result of changes in economic variables. The study also

	concluded that economic variables are among the important elements that affect the change in tourists' patterns, desires, and tastes, given the high flexibility of tourism to various economic factors such as: globalization, mergers, and privatization of the public sector.
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Methodology:

The study employs a quantitative research methodology, conducted during the end of 2023 and the beginning of 2024 in Kerbala Governorate, Iraq. This timeframe ensures the data collected is recent and relevant to current tourist behaviors and preferences. Data sources for this research are primarily primary, collected through a structured questionnaire distributed to tourists visiting Kerbala. The study population comprises all tourists visiting the governorate during the specified period, with a random sampling technique used to select participants. Out of 250 distributed questionnaires, 204 were deemed valid for analysis, providing a robust sample size for statistical analysis. The questionnaire was designed specifically for this study, adapting elements from previous research in tourist behavior and hotel selection. It consists of three main sections: personal data, factors affecting hotel selection (independent variables), and hotel evaluation and selection (dependent variable). The questionnaire employs a five-point Likert scale, allowing for nuanced responses from participants. Data analysis was conducted using the SPSS statistical program, employing various statistical tools including frequencies, arithmetic means, standard deviations, and linear regression analysis. These methods allow for a comprehensive examination of the relationships between the independent variables (purpose of visit, visitor's concept of value, social and economic factors, race/religion) and the dependent variable (hotel evaluation and selection). To enhance the presentation of results, the study could benefit from incorporating additional visual representations of data. Pie charts could be used to illustrate the demographic breakdown of respondents or the distribution of responses across the Likert scale for key questions. Bar charts or column graphs could effectively display comparisons between different factors influencing hotel selection. Additionally, scatter plots or regression line graphs could visually represent the relationships between independent and dependent variables, making the findings more accessible to readers. The methodology's validity and reliability were ensured through rigorous testing, including the use of Cronbach's Alpha for reliability (0.954), indicating excellent internal consistency. The study also employed both Sipperman correlation coefficient for internal consistency and Pearson correlation coefficient for structural consistency, further strengthening the robustness of the research design. By incorporating these additional visual elements and clearly stating the quantitative nature, time frame, and data collection methods, the methodology section would provide a more comprehensive and accessible overview of the research process.

Results

Table 4. Study Sample

No.	No. questionnaires distributed	No. unreturned questionnaires	No. questionnaires valid for analysis
01	250	46	204

Source: Prepared By Researchers

Study instrument:

In order to prepare the questionnaire as required by the study variables, using a five-point Likert scale as follows:

Table 5. Five-point Likert Scale

Strongly Agree	Agree	Neutral	Not agree	Strongly Disagree
5	4	3	2	1

Source: Prepared by researchers

The questionnaire consisted of three groups, with each group containing dimensions and questions measuring each dimension as follows:

- **The first group:** represents personal data
- **The second group:** represents the independent variable, which consists of four dimensions, representing the factors that affect the needs of tourist guests in evaluating and choosing a hotel as follows:

Table 6. The Second Group, The Independent Variable

Dimensions	Content	No. paragraphs
The first dimension	The purpose of the visit	04paragraphs
The second dimension	The visitor's concept of value	04paragraphs
The third dimension	Social and economic factors	03paragraphs
The fourth dimension	Race or religion	03paragraphs

Source: Prepared by researchers

- **The third group:** represents the dependent variable, which consists of one dimension as follows:

Table 7. The Third Group, The Dependent Variable

Dimensions	Content	No. paragraphs
Fifth dimension	Evaluate and choose the hotel	10paragraphs

Source: Prepared By Researchers

Validity And Reliability Of The Questionnaire:

The questionnaire items were codified in order to ensure the validity and reliability of their items as follows:

The validity of the questionnaire items was confirmed through arbitration, as well as the internal and structural consistency through the use of both the Sipperman correlation coefficient for internal consistency and the Pearson correlation coefficient for structural consistency. Reliability was verified using the reliability coefficient method (Cronbach Alpha), so that the reliability coefficient for the study as a whole was 0.954, or %95.4, which is an excellent percentage, because it is greater than %60, which is the accepted value for consistency in the human sciences, therefore, it can be said that the study instrument is fixed and hence it can be used as a study tool.

Table 7. Reliability Coefficient

The questionnaire as a whole	No. paragraphs	Reliability coefficient, Crombach's alpha
	24	0.954

Source: prepared by researchers based on the outputs of the SPSS statistical program

Testing And Analyzing Hypotheses:

The First Hypothesis:

H1: There is a significant relationship between the purpose of visit and tourists' evaluation and selection of hotels.

Table 8 Results Of Testing The First Hypothesis

		Regression coefficients	T-test	morale level	Interpretation
α constant of the regression equation		1.624	3.860	0.001	moral
β_1 regression coefficient		0.568	5.438	0.000	moral
Correlation coefficient R		0.719			
Coefficient of determination R2		0.524			
ANOVA test	F calculated	29.715	The moral model		
	morale level	0.000			
Y=1.624 + 0.568x					
Evaluate and choose the hotel =1.624+0.568 The purpose of the visit					

Source: Prepared by researchers based on the outputs of the statistical program SPSS.

The results of the statistical analysis showed that there was an impact of the purpose of the visit on the evaluation and choice of the hotel, as the correlation coefficient reached $R=0.719$ and the coefficient of determination R^2 reached 0.524, that is %52.40 of the hotel evaluation and selection is achieved by the purpose of the visit, the calculated F value was 29.715, which is statistically significant at the significance level ($\alpha \leq 0.05$), since the value of the significant level (Sig) is less than the value of ($\alpha = 0.05$), we therefore reject the null hypothesis and accept the alternative hypothesis: There is a statistically significant relationship at the significant level $\alpha \leq 0.05$ between the purpose of the visit and the evaluation and selection of the hotel.

The Second Hypothesis:

H2: The visitor's concept of value has a significant impact on hotel evaluation and choice.

Table 9. Results Of Testing The Second Hypothesis

		Regression coefficients	T-test	morale level	Interpretation
α constant of the regression equation		0.662	1.233	0.228	Not moral
β_1 regression coefficient		0.735	6.137	0.000	moral
Correlation coefficient R		0.713			
Coefficient of determination R2		0.532			
ANOVA test	F calculated	38.662	The moral model		
	morale level	0.000			
Y= 0.662 + 0.735x					
Evaluate and choose the hotel 0.735+ 0.662 = The visitor's concept of value					

Source: Prepared by researchers based on the outputs of the statistical program SPSS.

The results of the statistical analysis showed that there was an impact of the visitor's concept of value on the evaluation and choice of the hotel, as the correlation coefficient reached R= 0.713 and the coefficient of determination R² reached 0.532, that is % 53.20 of the hotel evaluation and choice is achieved by the visitor's concept of value, and the calculated F value was 38.662, which is statistically significant at the significance level ($\alpha \leq 0.05$). Since the value of the significant level (Sig) is less than the value of ($\alpha = 0.05$), we therefore reject the null hypothesis and accept the alternative hypothesis: There is a statistically significant relationship at the significant level of ($\alpha \leq 0.05$) between the visitor's concept of value and the evaluation and choice of the hotel.

The Third Hypothesis:

H3: Socioeconomic factors significantly influence tourists' hotel evaluation and selection.

Table 10. Results Of Testing The Third Hypothesis

		Regression coefficients	T-test	morale level	Interpretation
α constant of the regression equation		1.052	2.201	0.036	moral
β_1 regression coefficient		0.741	6.041	0.000	moral
Correlation coefficient R		0.746			
Coefficient of determination R2		0.576			
ANOVA test	F calculated	37.415	The moral model		
	morale level	0.000			
Y= 1.052 + 0.741x					
Evaluate and choose the hotel = 1.052+0.741 Social and economic factors					

Source: Prepared by researchers based on the outputs of the statistical program SPSS.

The results of the statistical analysis showed the presence of an impact of social and economic factors on the evaluation and selection of the hotel, as the correlation coefficient reached R= 0.746 and the coefficient of determination R² reached 0.576, meaning that %57.60 of the evaluation and selection of the hotel is achieved by social and economic factors, the calculated

F value was 37.415 and is statistically significant at the significance level ($\alpha \leq 0.05$), since the value of the significant level (Sig) is less than the value of ($\alpha = 0.05$), and therefore We reject the null hypothesis and accept the alternative hypothesis: There is a statistically significant relationship at the significant level $\alpha \geq 0.05$ between social and economic factors and hotel evaluation and selection.

Fourth Hypothesis:

H4: Race or religion plays a significant role in tourists' hotel evaluation and choice.

Table 11. Results Of Testing The Fourth Hypothesis

		Regression coefficients	T-test	morale level	Interpretation
α constant of the regression equation		0.713	2.115	0.038	moral
β_1 regression coefficient		0.635	6.713	0.000	moral
Correlation coefficient R		0.768			
Coefficient of determination R ²		0.743			
ANOVA test	F calculated	39.212	The moral model		
	morale level	0.000			
Y= 0.713 + 0.635x					
Evaluate and choose the hotel 0.635+0.713 = Race or religion					

Source: Prepared by researchers based on the outputs of the statistical program SPSS.

The results of the statistical analysis showed the presence of an effect of race or religion on the evaluation and selection of the hotel, as the correlation coefficient reached $R = 0.768$ and the coefficient of determination R^2 reached 0.743, meaning that 74.30% of the evaluation and selection of the hotel was achieved by race or religion. The calculated F value also reached 39.212, which is statistically significant. At the significance level ($\alpha \leq 0.05$), since the value of the significant level (Sig) is less than the value of ($\alpha = 0.05$), we therefore reject the null hypothesis and accept the alternative hypothesis: There is a statistically significant relationship at the significant level of $\alpha \leq 0.05$ between race or religion and the evaluation and choice of the hotel.

The Main Hypothesis:

H0: There is significant relationship between the factors (the purpose of the visit, the visitor's concept of value, social and economic factors, race or religion) that affect the needs of tourist guests and the evaluation and selection of the hotel.

Table 12. Results Of The Main Hypothesis Test

	Regression coefficients	T-test	morale level	Interpretation
α is a constant of the regression equation	0.068	0.142	0.890	Not moral
β_1 regression coefficient	0.307	2.319	0.028	moral
β_2 regression coefficient	0.214	2.867	0.009	moral
β_3 regression coefficient	0.328	2.723	0.012	moral
β_4 regression coefficient	0.280	2.724	0.012	moral
Correlation coefficient R	0.827			

Coefficient of determination R2		0.754	The moral model
ANOVA test	F calculated	28.632	
	morale level	0.000	
Y = 0.068 + 0.307 (X1) + 0.214 (X2) + 0.328(X3) + 0.280 (X4) Evaluate and choose the hotel = 0.068 +0.307 The purpose of the visit +0.214 The visitor's concept of value +0.328 Social and economic factors +0.280 Race or religion.			

Source: Prepared by researchers based on the outputs of the statistical program SPSS.

The results of the statistical analysis showed that there is a significant relationship between the factors (the purpose of the visit, the visitor's concept of value, social and economic factors, race or religion) that affect the needs of tourist guests and the evaluation and selection of the hotel, the correlation coefficient $R=0.827$ and the coefficient of determination R^2 amounted to 0.754, meaning that %75.40 of the hotel evaluation and selection is achieved by the factors (the purpose of the visit, the visitor's concept of value, social and economic factors, race or religion), the calculated F value was 28.632, which is statistically significant at the significance level ($\alpha \leq 0.05$), and since the value of the significant level (Sig) is less than the value of ($\alpha = 0.05$), we therefore reject the null hypothesis and accept the alternative hypothesis: There is a statistically significant relationship at the significant level of $\alpha \geq 0.05$ between the evaluation and selection of the hotel and various factors (the purpose of the visit, the visitor's concept of value, social and economic factors, race or religion).

Conclusions

We find that the first secondary hypothesis was accepted, meaning that there is a statistically significant effect at the level of significance between the purpose of the visit and the evaluation and choice of the hotel. Thus, we find that the evaluation and choice of the hotel among the sample members is affected by the purpose of the visit.

- We find that the second secondary hypothesis was accepted, meaning that there is a statistically significant effect at the level of significance between the visitor's concept of value and the evaluation and choice of the hotel. Thus, we find that the evaluation and choice of the hotel among the sample members is affected by the visitor's concept of value.
- We find that the third secondary hypothesis was accepted, meaning that there is a statistically significant effect at the level of significance between social and economic factors and the evaluation and selection of the hotel. Thus, we find that the evaluation and selection of the hotel among the sample members is affected by social and economic factors.
- We find that the fifth secondary hypothesis was accepted, meaning that there is a statistically significant effect at the level of significance between race or religion and the evaluation and choice of the hotel. Thus, we find that the evaluation and choice of the hotel among the sample members is affected by race or religion.
- We find that the main hypothesis was accepted, that is, there is a statistically significant relationship at the significant level $\alpha \geq 0.05$ between the evaluation and selection of the hotel and the various factors (the purpose of the visit, the visitor's concept of value, social and economic factors, race or religion).

Based on the results of the theoretical and applied studies, we find that the evaluation and selection of a hotel is affected by a set of factors (the purpose of the visit, the visitor's concept of value, social and economic factors, race or religion) included in the study, that is, it is:

- Factors (the purpose of the visit, the visitor's concept of value, social and economic factors, age and gender, race or religion) that greatly influence the needs of tourist guests and the evaluation and selection of the hotel.
- The purpose of the visit affects the guests' evaluation and choice of the hotel.
- The visitor's concept of value affects the guests' evaluation and choice of the hotel.
- Social and economic factors have a significant impact on guests' evaluation and choice of a hotel.
- Race or religion has little influence on guests' evaluation and choice of the hotel.

Recommendations

Through this, some recommendations can be suggested to hotels in Karbala Governorate in Iraq regarding the factors (the purpose of the visit, the visitor's concept of value, social and economic factors, race or religion) that affect the needs of tourist guests and the evaluation and selection of the hotel:

- Renewing and developing the interior design of hotels.
- Increase the quality of hotel services.
- Renovating and improving rooms.
- Development of complementary services (restaurants, cafeteria...) and since we met many foreign guests, the menu must be diversified to suit their desires.
- Making the price flexible as it matches the needs and desires of the guests and their standard of living.
- Training hotel workers and allocating training courses for them every year in order to learn about what is new in the hotel industry.
- Developing reservation and inquiry services via phone and the Internet.

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