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THE EFFECT OF ENGINEERING LANDMARKS ON ATTRACTING TOURISM INVESTMENTS TO THE ANCIENT CITY OF URUK IN IRAQ

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ABSTRACT

The mystery surrounding the ancient city of Uruk attracts many tourists, researchers and archeology enthusiasts, as it contains many remains of structures, temples, and archaeological assets, in addition to the hills and plateaus that represent ruins that are among the oldest traces of civilizations in history. This current study was conducted to identify the location and contribution of the ancient city of Uruk to the development of tourism investment and its challenges, and being one of the few studies conducted at the site of the ancient city of Uruk, tourism is considered one of the largest industries in the world, and it contributes to supporting the global economy, being the second resource after oil. This study comes to identify the basic perception of tourists from the population towards the development of tourism and the dominant factor in attracting tourists from different countries of the world. Regardless of that, curiosity and exploration is the main factor that pushed residents and foreigners to visit the city and learn about its engineering features in the Mesopotamian civilization, and the results of the study revealed weak licenses and neglect in the area of the temple. Maintenance and lack of financial allocation to it, and the use of alternative energies to develop the infrastructure. Weak advertising work. Some recommendations were also proposed in this research to increase interest in and develop these civilizational and cultural sites in terms of preserving the distinctive engineering monuments classified as world heritage of exceptional global value.

Introduction:

Archaeological and heritage cities have become an economic, social and cultural phenomenon as a result of their engineering and architectural forms and many unmarked archaeological buildings, which contribute to supporting the national economy, providing job opportunities and achieving sustainable development through the employment of antiquities and heritage to increase the country's revenue increases Muslija, A., Satrovic, E., & Erbaş, C. Ü. (2017). Nowadays, in the context of diversifying government revenue sources and not completely relying on oil revenues, local governments are paying attention to this sector due to its unique and distinct capabilities Balaguer, J., & Cantavella-Jorda, M. (2002). Therefore, the development of the tourism sector is required through the great interest that countries pay to invest in the tourism sectors because of the great benefits it brings to the government, both in terms of employing the workforce. Through the large economic returns achieved by the city in which this vital aspect is active Chiang, G. N., Sung, W. Y., & Lei, W. G. (2017).

Attitude research has received increasing attention among tourism scholars, as tourism prestige is a major factor in the choice of destination and the resulting behavior during the travel experience Mayer, M., & Vogt, L. (2016), Ayeh, J. K., Au, N., & Law, R. (2013) and Hadinejad, A., Noghan, N., Moyle, B. D., Scott, N., & Kralj. This study note addresses calls to review studies on attitudes in tourism and to explore the application of contemporary theories and frameworks Ap, J., & Wong, K. K. (2001). The visitor can reach the city after landing at Baghdad airport or Najaf (160 km south of Baghdad) or Basra (545 km south of Baghdad), and then take one of the land transportation means to reach the ancient city, which is characterized by its cultural, historical and civilizational nature as Figure 1. The research identified local and foreign residents' perception of tourism investment in the city of Uruk and the development of infrastructure, cultural and religious places in it, and knowledge of the controlling factor on the importance of tourism investment in the ancient city.

This research seeks to achieve the following objectives: First, Knowing the Uruk tourist site in Iraq from the tourist, historical and religious point of view. Second, To know the extent to which the site of Uruk is subject to tourism development. Third, Analysis of the weaknesses, strengths and weaknesses of the Iraqi tourism site of Uruk Fourth, Reviewing the challenges, opportunities, risks and threats to develop Uruk site. The problem of this study lies in the neglect, dangers and damage that many archaeological and historical sites in Iraq suffer from, and this is clearly due to the weakness of the policies followed to invest such a city and the lack of tourism services in it Zaina, F. (2019). Weak budgets allocated for the rehabilitation and restoration of archaeological and tourist sites, including the site of the city of Uruk and the preservation of this cultural and human heritage, its economic and tourism value, this study recommend some proposals to contribute to improving the management site and preservation of cultural heritage in the ancient city of Uruk Munawar, N. A. (2017). Proceed successfully to the preservation of the archaeological legacy (which cannot fully happen, in fact, unless awareness on all aspects has been raised) Marchetti, N., & Thuesen, I. (2008).

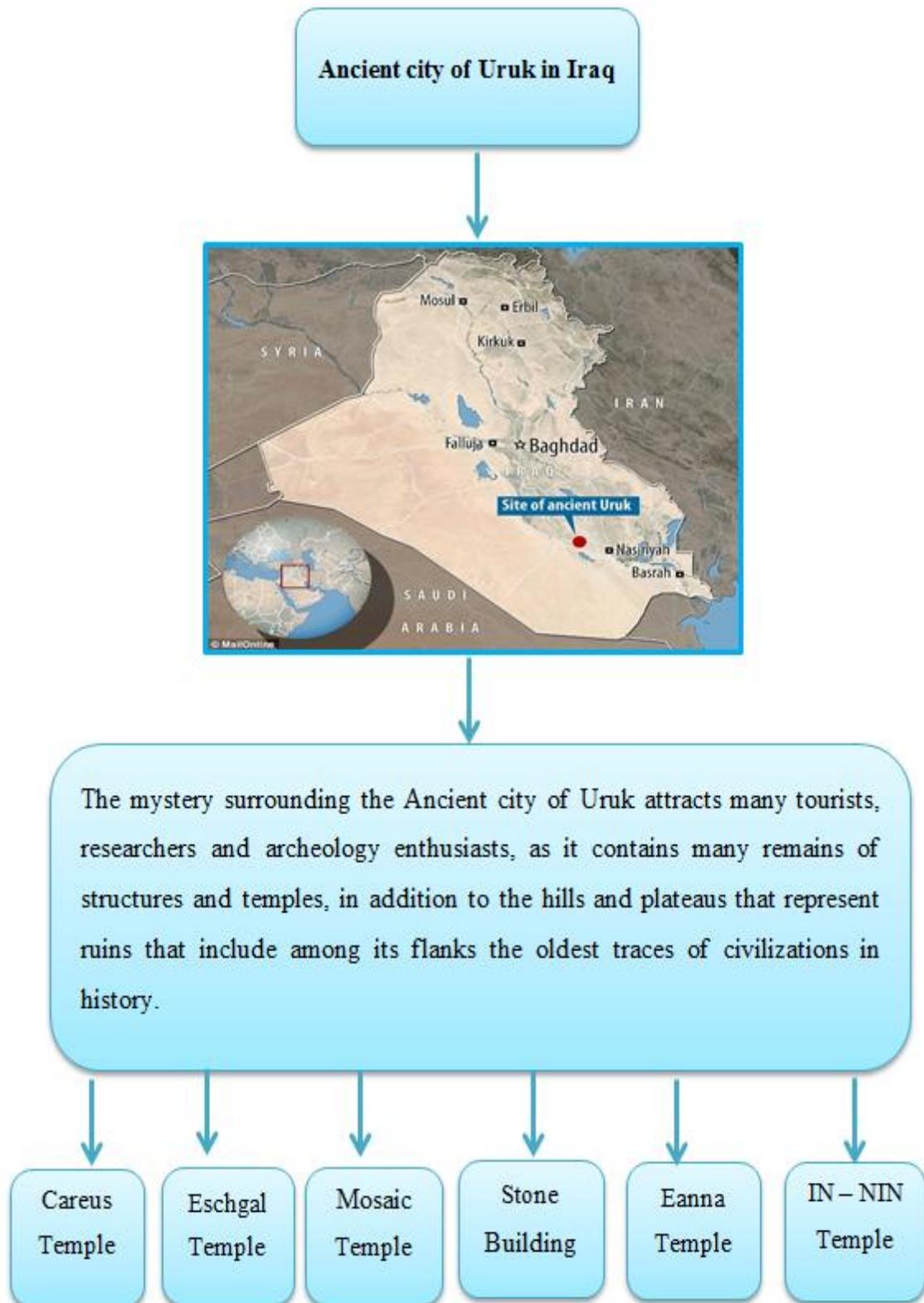


Figure : 1 Show the engineering structure of Uruk site

Literature review :

Uruk is a Sumerian and Babylonian city on the Euphrates in southern Iraq. The city of Uruk as show in (figure1) is considered one of the most important centers in the world that appeared at the beginning and middle of the cultural era before about 4000 BC Pollock, S. (1990) and Adams, R. M., & Nissen, H. J. (1972).. The city in which the first letter appeared and was written in the world in 3200 BC. Writing appeared in its first form, the figurative writing used to record imports in temples and elsewhere, and later evolved into cuneiform Russell, J. R. (2008). It contains many remains of structures and temples, in addition to the hills and plateaus that represent ruins that include among their sides the oldest traces of civilizations in history. Archaeological evidence indicates that the Warka or Uruk civilization has paid much attention to the diversity and improvement of industries and science from the most famous pottery and textile craftsmanship and manufacture of boats and ships that recorded advanced signs of various industrial arts, and the Sumerian documents now host what had spread throughout the empire, and as indicated by the cadres Working in the industry and their high technical efficiency in production and quality Al Hamdani, A. (2008). When cities in the ancient world depended on the course of rivers, the city was abandoned after the course of the Euphrates was changed due to the topographical factors of the region. Features of the unique engineering buildings that have been classified as World Heritage as shown in Figure 2.

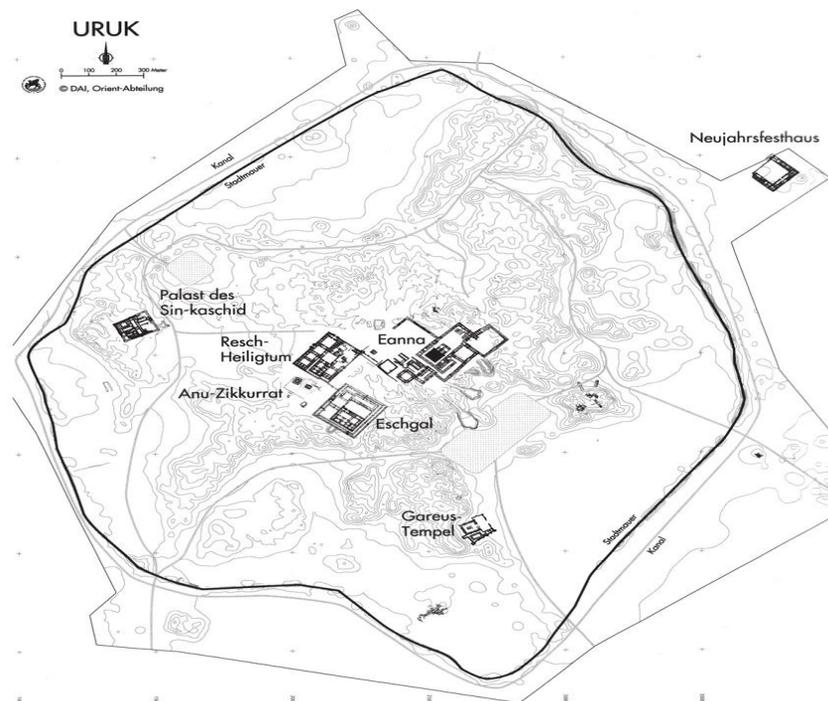


Figure : 2 Shows the engineering buildings in Uruk

Historical studies indicate that the ancient city of Uruk was characterized by geographical characteristics suitable for human settlement, as a result of the abundance of water resources, flat lands and fertile soil in the south of the country, which helped the growth of plants and trees in the region Stone, E. C. (2015). Area. If you compare these geographical data in Mesopotamia with the surrounding lands that are characterized by its poverty in natural resources, we find that they are one of the most important components that called for the polarization of human migrations through the ages, which effectively contributed to the emergence and development of urban civilization in the city of Uruk reality Cohen, E. (1995). The archaeological city was distinguished by its religious, cultural and historical basics and features, which made it of unique importance among neighboring countries, and among these elements revealed by archaeological and engineering excavations, including religious monuments such as temples that give a picture of the level of awareness that was reflected in human thought and religious beliefs during those years Adams, R. M. 1981.

Research Methodology

Quantitative analysis was carried out in this study by the use of paper questionnaire forms as follows . The population included visitors, as the number of Iraqi tourists reached 199 people, and according to the State Council for Antiquities and Heritage in Iraq, the number of foreign tourists reached 2 people who traveled to the Uruk civilization by 2020 , according to the State Council for Antiquities and Heritage in Iraq. The researchers, however, obtained a sample of 325 individuals . The study tool development for the survey is divided into four parts consisting of the following sections. Part one involves questions relating to demographic details, namely, in the form of a checklist, gender, age, education, average monthly income and location. The second section contains issues relating to the views and experiences of visitors, Data collected between 13 November 2019 and 23 October 2020 were applied to the production of the questionnaire and sent to three experts to consider the appropriateness and consistency of the use of language and the general content of the research work, followed by a review after that. In order to prepare the questionnaire to be coded by number, collect data together and measure the accuracy. Data collection is the method by which information about the target variables is collected and measured to allow one to answer specific questions, assess outcomes, and achieve the objective of the study Legard, R., Keegan, J., & Ward, K. (2003), Parajuli, B. K. (2004). From the beginning to the final phase, the methodology outline showed the flow of the analysis. A superficial explanation of the study flow is given in the shown diagram. Figure 3. Display the strategy outlined.

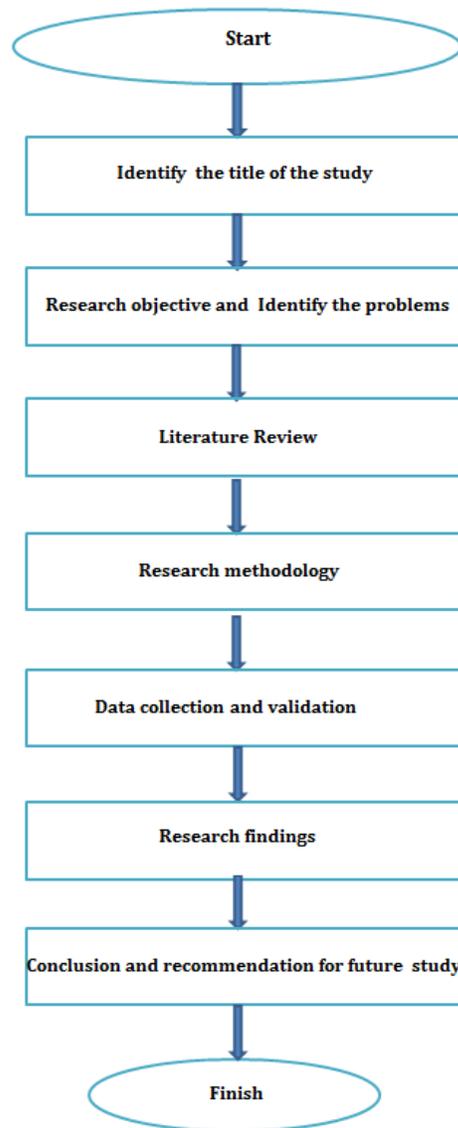


Figure : 3 Research Process Flow Chart

Research Findings

The study of data and discussions on the outcomes obtained from the distribution of the questionnaire is seen in this section of the research. Data review is a step that is carried out after the data collection process. In this section, the methods of study, research reliability, and results will be presented using Statistical Package Social Science software . Discus is the performance of the questionnaire obtained .

Survey Return Rate

Paper questionnaire forms were distributed to Local people in the Uruk archaeological and heritage area. The distribution survey period for this study is approximately 11 months from 13 November 2019 to 28 November 2020 . The questionnaire forms are distributed directly by the researchers to the respondents and are collected immediately after completing the answer proposed questions by the respondents .Totally questionnaire was 400 sets that were distributed to the target respondents. A total of 325 sets of questionnaires out of 400 issued were collected with the help of the targeted respondents. Therefore, the return rate of the questionnaires achieved only 81.25 percent of those who were willing to participate in this research study. The survey return rate is summarized in Table 1 as follows:

Table 1 : Survey Return

Population	Sample size	Questionnaire distribution	Questionnaire Return	Percentage (%)
Around 250000	400	400	325	81.25

Collected with the assistance of the respondents targeted. Thus, only 81.25 percent of those who were able to participate in this research study reached the return rate of the questionnaires. Table 1 shows the survey return rate is described as follows: to explain the basic features of the data in a sample, descriptive statistics are used. They include quick summaries of the sample and the metric.

Descriptive Statistics

To explain the basic features of the data in a sample, descriptive statistics are used. They offer easy summaries of the sample and the steps. They form the basis for virtually any quantitative analysis of data, together with simple graphic analysis Gravetter, F. J., & Wallnau, L. B. (2000).

Demographic Information of Respondents

A questionnaire was distributed to both the context levels of the visitors and the investor visitors in this sample. Demographic information from respondents is provided and analyzed in this segment. The demographic details of the respondents included gender, ethnicity, age, educational level, economic level, and related updates from projects of restoration, investment and family structures.

Gender

Table 2: Frequency and Percentage of Gender

Gender	Percentage (%)
Male	87.69
Female	12.31
Total	100.0

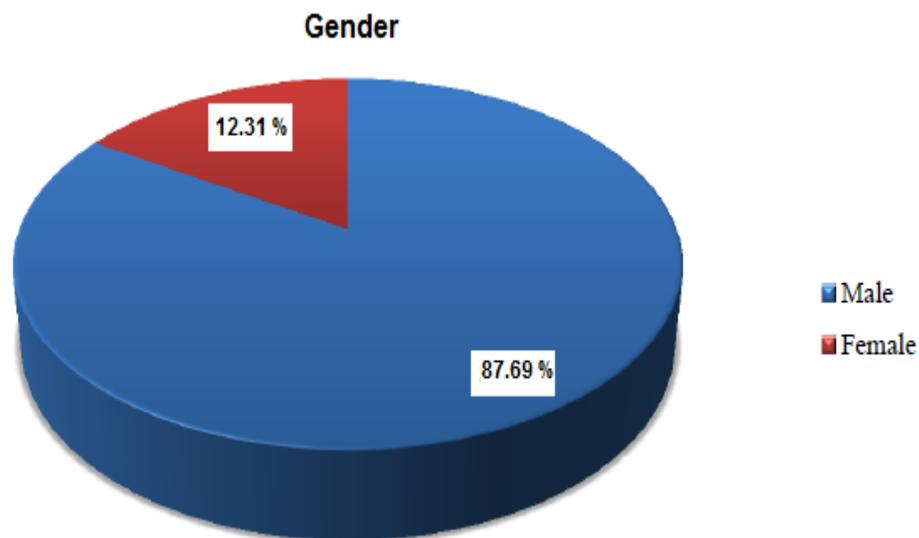


Figure 4: Frequency and Percentage of Gender

The frequency and sex ratio of the respondents in the sample are shown in Table 2 and Figure 4. The total number of respondents reached 325 residents through the collection of data. In the sample, 87.69 percent of the 325 male respondents were present. In addition, there are other respondents with 12.31 points. This shows that the majority of males are most interested in tourism.

Age

Table 3: Frequency and Percentage of Age

Age	Percentage (%)
15-20	6.8
21-25	27.5
26-30	25.6
31-35	22.5
36-40	17.6
Total	100.0

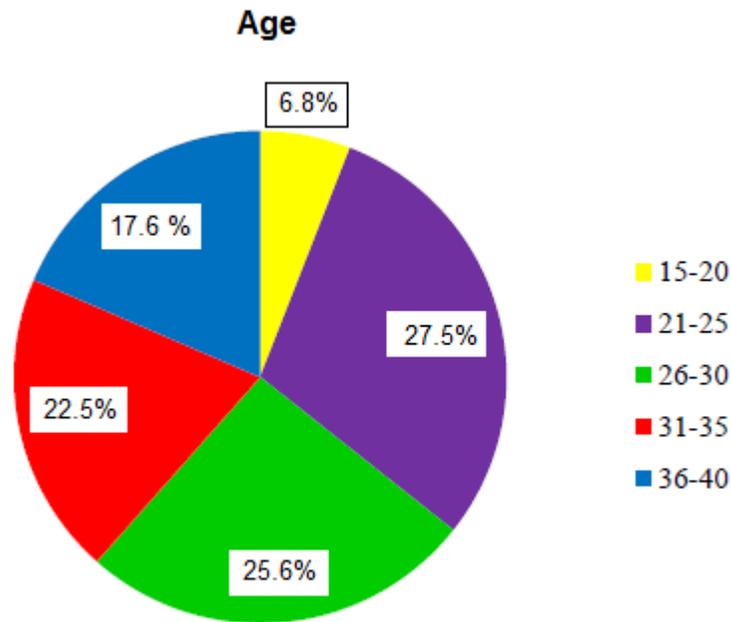


Figure 5: Frequency and Percentage of Educational Level

The frequency and age ratio of the respondents are shown in Table 3 and Figure 5. The age of respondents is based on the age of young people 15 and over. Regarding the pie map, with a proportion of 27.5 percent, most respondents are between the ages of 21-25 years. Meanwhile, 25.6% of participants are between the ages of 26 and 30. At 22.5 percent, the respondents were between 31 and 35 years old. Participants increased by 17.6 percent from 36 to 40 years old . Finally, from 15 to 20 years of age, only 6.8 percent of respondents participated in this research .

Educational Level

Table 4: Frequency and Percentage of Educational Level

Educational level	Percentage (%)
Primary Education	6.5
Secondary Education	33.7
Diploma	27
Bachelors' Degree	30.8
Master/PHD	2
Total	100.0

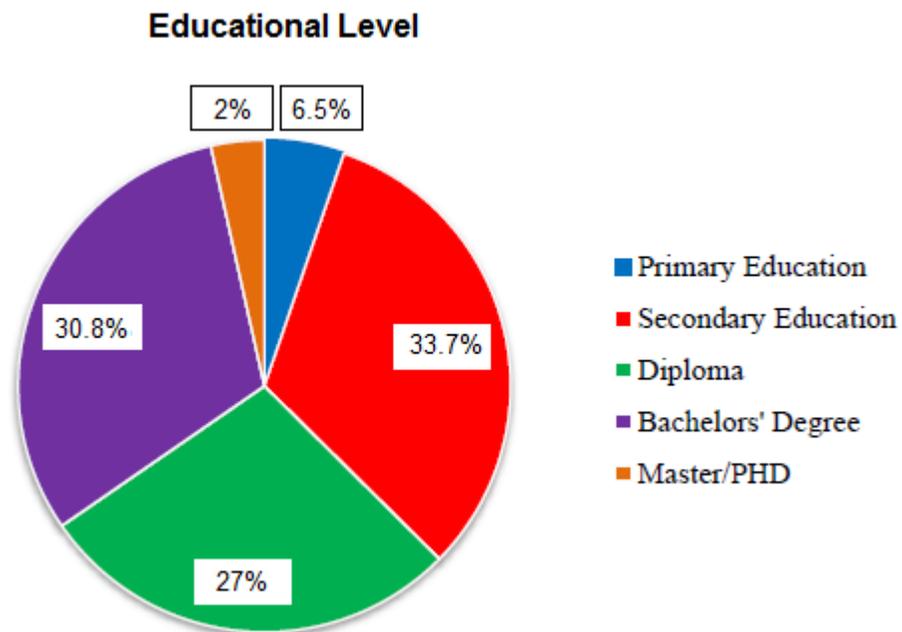


Figure 6: Frequency and Percentage of Educational Level

Table 4 and Figure 6 show the frequency and percentage of educational level of respondents to awareness of tourism investment and the development of the old city. The percentage of respondents with primary education was 6.5% of the total number of respondents 325. The number of respondents with secondary education was 33.7%. The Education Diploma has a participation rate of 27%. There are participants with a bachelor's degree at their level of education with a rate of 30.8%. Respondents with a master's degree or doctorate have a rate of 2%.

Economic Status

Table 5: Frequency and Percentage of Economic Status

Economic Status	Percentage (%)
Below 120,000 dinar	3
121,000 dinar -150,000 dinar	7.3
151,000 dinar- 200,000 dinar	16.2
201,000 dinar- 300,000 dinar	25
301,000 dinar-400,000 dinar	28.1
Above 400,000 dinar	20.4
Total	100.0

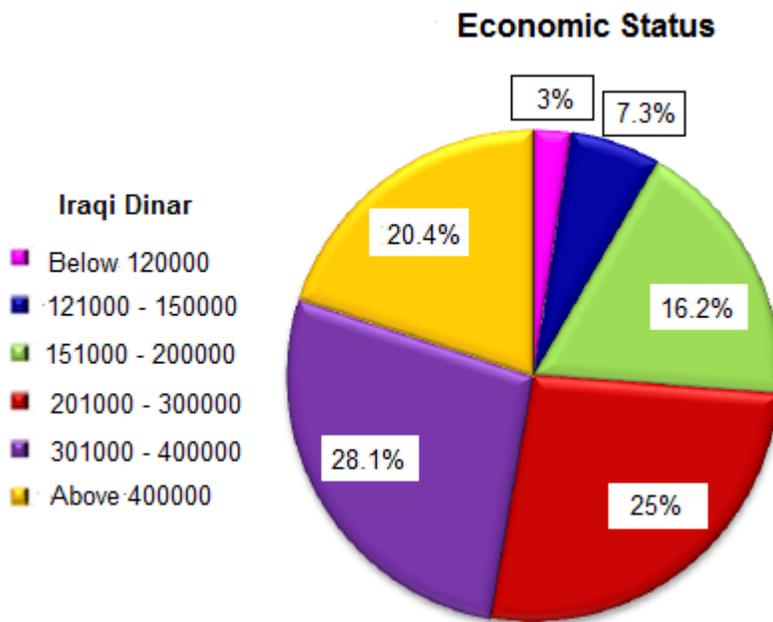


Figure 7 : Frequency and Percentage of Economic Status

Table 5 and Figure 7 indicate that the majority of respondents in this study had a monthly income of 301000 dinars-400000 dinars, with a 28.1% percentage. Next, out of 325 respondents, there were a number of respondents with 25 percent of around 201000 dinar-dinar 300000 monthly sales. There are also participants with 20.4% in excess of 400,000 monthly revenue. Respondents with 16.2 percent are the respondents with 151000 dinar-dinar 200000 as their monthly revenue. With 7.3 percent of 121000 dinar-dinar 150000, there are 17 participants. Finally, there are only respondents who have their monthly income below 120,000 dinars.

Tourist Status

Table 6: Frequency and Percentage of Tourist Status

Tourist Status	Percentage (%)
Former tourists	16.9
Current non-yearly tourists	46.7
Current yearly tourists	36.4
Total	100.0

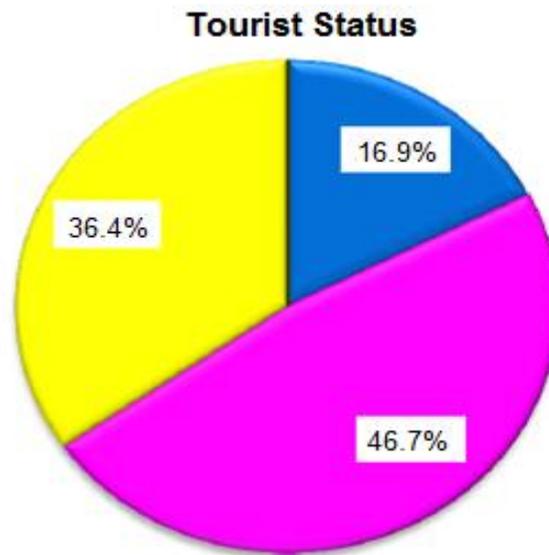


Figure 8 : Frequency and Percentage of tourists Status

According to Table 6 and Figure 8, the status of tourists is split into three: former tourists, current non-yearly tourists, and current annual tourists. Actually, the majority of respondents are non-yearly visitors, 46.7% of participants. Next, the percentage of actual annual visitors in the study is 36.4 percent. In a survey, a former visitor had very few respondents. Of the 325 respondents, there were just 16.9 percent.

Visitors and Encouraging investment to the ancient city of Uruk

Table 7: Frequency and Percentage of Visitors Status

No.	Type of visitors	Frequency (N)	Percentage (%)
1	Iraqi citizens	70	34.68
2	School trips in Iraq	129	64.33
3	Foreign visitors	2	0.99
	Total	201	100.0

Table 8 : Frequency and Percentage of Encouraging investment

Encouraging investment	Percentage (%)
No	15.85
Yes	84.25
Total	100.0

The Table 7 show the visitors during 2020 . The scale of the respondents' frequency of response to encouraging investment in this historic tourist city is shown in Table 8above. There were a number of iterations out of 325 respondents in the study that promoted an investment of 84.25 percent in total. Owing to the challenges, the other percentage of respondents never encouraged investment.

SWOT Analysis For the site, the archaeological and heritage city

The SWOT analysis aims at strengths, weaknesses, opportunities, threats and risks For any tourist site to learn about the strengths of this site that distinguish it from Other tourist sites, and to know its weaknesses, and to identify the opportunities that You can come to this tourist site and it may lead to positive results as an increase in visits Tourists to it and stay there, and review the threats that can cause self-disturbance Negative consequences in it as shown in figure 9.

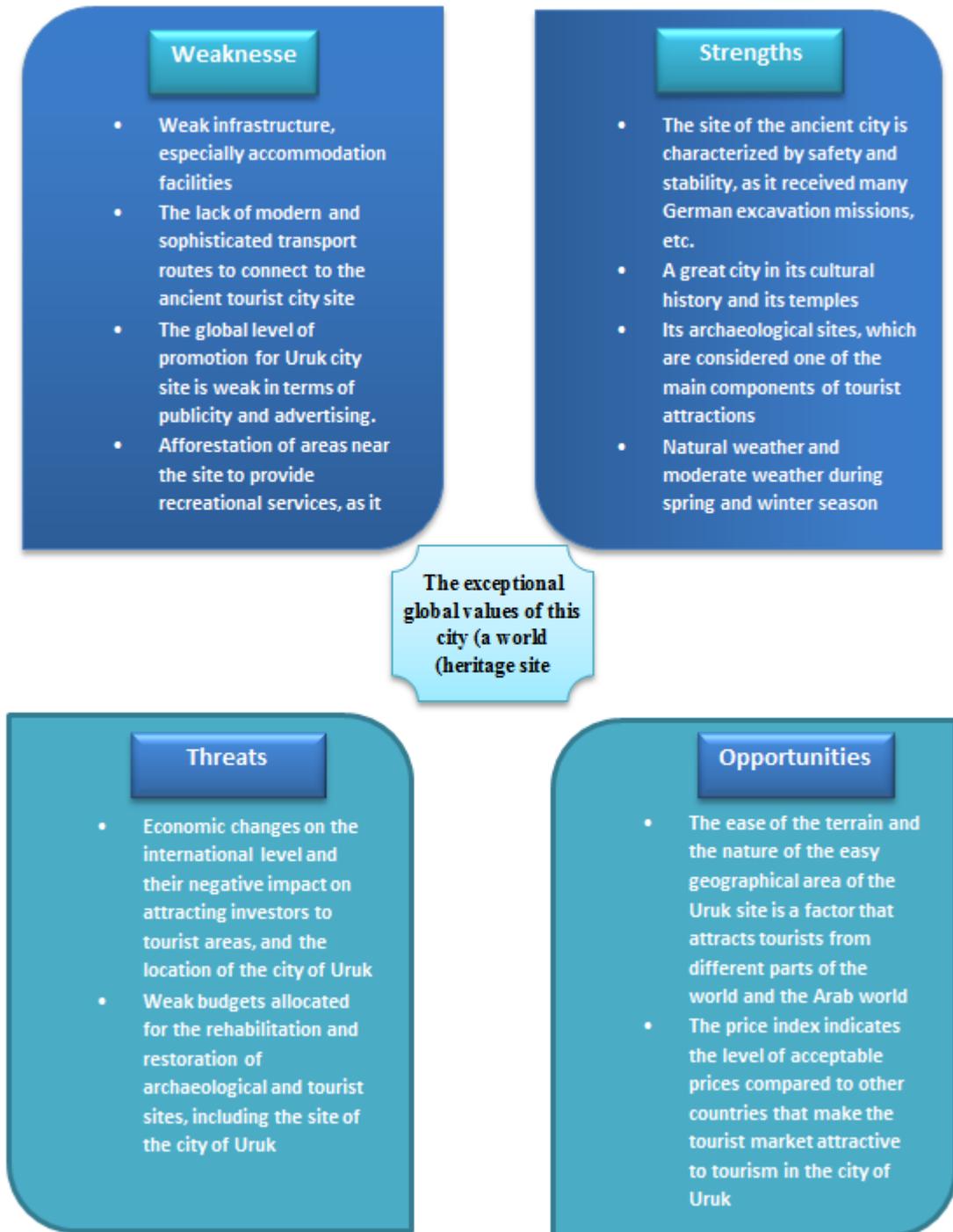


Figure : 9 Show the SWOT Analysis for Uruk

Conclusions

Being one of the few studies conducted on the Uruk Tourism website, the importance of the investment tourism sector, as tourism is one of the largest productive sectors in the world. The archaeological and tourist sites constitute a great wealth that can help in supporting local economy and other economic sectors related to it as transportation, trade, Reconstruction and engineering rehabilitation. Based on our findings, several suggestions related to its findings:

1. Iraq is characterized by many elements and tourist potentials that are rarely found in the rest of the world. They are distinguished by their originality, history, and unique geographical distribution..
2. It can be concluded that among the satisfied tourists and visitors, tourism services and accommodation facilities are an important factor in encouraging investment
3. Tourism investment contributes significantly to the economic development of the financial revenues it achieves, especially foreign investments
4. Tourism investment is an important contributor to economic development by increasing employment opportunities for young fresh graduates, the importance of which is reflected in the balance of payments and the increase in national income.
5. Lack of information and data on tourism in Iraq, as the tourism side suffers from a weakness in the tourism statistical system, which negatively affects the development of development plans and activating the role of this important sector
6. Statistics indicate an increase in tourism revenues, especially after 2008, as a result of the relative security that Iraq has witnessed, which led to an increase in the elements of attraction for investors and tourists, and thus the tourism sector can be a major source of financing the state budget when the necessary components and requirements are available, especially that Iraq is going through a crisis as a result of low prices Oil.
7. Through the results of the research, there is an encouragement for the culture of investment in tourism and engineering projects for the development of the city in non-traditional sectors and patterns in the field of tourism and construction in archaeological areas or far from city centers that have distinctive and rare resources such as the city of Uruk, tourism in the marshes, the unique natural lakes and the lake Sawa near the port of Uruk within the administrative boundaries.

Recommendations for future work

There are some suggestions and ideas to send to some of the parties interested in the field of study, based on the results of this study, and the researchers suggests the following :

1. Increasing institutes that deal with antiquities, hotels and tourism promotion.
2. Paying attention to neglected archaeological sites and developing the infrastructure in them.
3. Increasing the institutes dealing with antiquities, hotels and tourism promotion.
4. Reconsidering the role of tourism in the role of revitalizing tourism on the basis that it contributes to the development of tourist areas, defines a new tourist attraction, and helps develop tourism sites without being an obstacle to the development of engineering projects. A supportive and encouraging vision for development has been identified.
5. Creating an appropriate, politically and economically stable investment environment. The Iraqi and foreign investors contribute to investing effectively without fear or hesitation in the economic sectors in general and the economic sector.
6. The proper and economic investment of the natural, religious, archaeological and historical resources in Iraq and making them an influential force in its economy and its contribution to achieving sustainable development.
7. Establishing a clear plan for tourism in Iraq in the short and long terms, following up the implementation of the tourism project and achieving tourism development.
8. Activating tourism activities by companies and organizers, and trips to this ancient city and nearby tourist sites, including religious sites, cultural attractions and natural sites, such as Sawa Lake, which encourages the revitalization of various tourism activities.
9. Developing the city by relying on clean and renewable energies such as wind and solar energy, which are characterized by low cost and great economic return.
10. A complete review of the city and ways to develop it using modern engineering technologies and artificial intelligence to increase tourism investment opportunities

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