

Article

Marketing Environment and Its Impact on Recreational Tourism an Applied Study of The Opinions of A Sample of Workers in Shopping Malls in The Holy City of Karbala

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Abstract: Tourism is one of the important fields for any country in the world, as it represents a basic tributary to the economy and an important way to promote the country and introduce people to its history, culture and antiquity. Therefore, the importance of tourism should not be overlooked as one of the components of the economy of any country. It is also a source of livelihood for thousands of citizens in any tourist country. This is what makes countries care a lot about it and try to attract tourists to ensure the tourist movement that provides hard currency and revives all sectors. Tourism depends mainly on the tourist components available in the country, which tourists come to see. Therefore, attention should be paid to them in order to advance in all their fields and to focus on change at the local level. By introducing new systems or creating new and influential social forces instead of the existing social forces, and then directing and activating them in a new and appropriate manner and preparing all the appropriate conditions for this social change. So, in the first section, I talked about the study methodology, which outlines for the reader what the researcher wants to talk about. In the second section, I touched on the marketing environment, in the third section I referred to recreational tourism, and in the fourth section I concluded the graphic analysis of the client application of the questionnaire prepared by the researcher. Then, in the fifth section, I concluded with conclusions and recommendations that would support the study in a scientific and practical way.

Keywords: Marketing environment, Leisure tourism, Shopping mall

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1. Introduction

The marketing process in its general form is one of the vital and economic processes due to its connection with a wide community and at the local and judicial levels. The marketing environment of commercial malls is witnessing fierce competition from other tourism sectors. It requires the higher tool and workers in commercial malls to work on changing the orientations of tourism pioneers according to effective creativity. The research problem can be identified through the initial field visits made by the researcher to commercial malls in the holy city of Karbala, as he found that there is a clear impact of the marketing environment on recreational tourism. The research problem can be formulated the following questions :

1. What is the level of importance of the research variables for the research committee?
2. How strong is the relationship between variables?.
3. Is there an impact of the marketing environment on recreational tourism ?.
4. Is there an impact of the marketing environment in shopping malls ?.

Second: The importance of research

The importance of the research lies in its applied and practical importance , as follows:

Practical importance: The practical importance lies in the following:

The research contributes to benefiting from it in important information for senior management.

The intermediate high for the pound and can be used in the service of the tourism sector. The research provides knowledge of the association mark of the research variables (marketing environment, leisure tourism)

Knowing the extent of the impact of both the marketing environment and recreational tourism on tourists' trends.

Scientific importance

The scientific importance brings together important variables, one of which is the marketing environment, to which the basis of every economic presentation related to the tourism aspect returns, and the other is recreational tourism, which depends on modern methods that work to meet the needs and desires of the tourist, and thus gain his satisfaction and make him a permanent pioneer with him.

The research aims to enrich Iraqi libraries and enrich the age aspect in its variables.

Third: Research objective:

The researcher, through the current study, aims to achieve many goals, which can be summarized as follows:

- a. To benefit from the knowledge about the research variables, which are (marketing environment and recreational tourism).
- b. Providing assistance to the senior management of the research committee in knowing how to influence tourist trends by adopting a marketing program that works to satisfy their needs and desires.
- c. Identifying the nature of the work of workers in shopping malls in Karbala and the level of services provided by the worker to achieve tourist satisfaction.
- d. Knowing the level of interest of the researched committee in the study variables (marketing environment, recreational tourism)
- e. Knowing the correlation between the research variables.
- f. To reach conclusions from which recommendations can be made to the committee under investigation. To be taken into account in the future.

Fourth: Research hypothesis

The study hypothesis is represented by the hypotheses of association and influence as follows:

There is a statistically significant correlation between the marketing environment and recreational tourism.

There is a statistically significant correlation between recreational tourism and employee attitudes.

2. Mterials and Methods

The research sample represents the people working in the upper and middle management in the shopping malls in Karbala.

Sixth: Research method:

The research depends on methods for collecting and analyzing data, including the following:

- a. Personal interviews: The research conducted several field visits to some shopping malls in Karbala and conducted several interviews with a number of figures responsible for managing those malls to identify their opinions regarding determining the dimensions and paragraphs of assistance and answering all questions related to the subject of the study. The appendix refers to these interviews.

T	Interview date	Places visited	People interviewed
1	11/2/2023	Al Kawthar Complex	Karar Haider Mardan (Mall Manager)
2	10/4/2023	Mall of Chastity	Abdul Sahib Al-Har (Mall Manager)

3	4/13/2023	Karbala Commercial Complex	Mohamed Sadek Mohamed (Mall Manager)
4	4/14/2023	Mall Max	Haider Faris Jawad (Mall Manager)
5	4/17/2023	Al Warith Complex	Sadiq Al-Maamari (Mall Manager)

Theoretical references: We relied on researchers, books, sources, magazines, 2- and scientific studies in both Arabic and foreign languages, all of which are related to the research topic, as the researcher conducted the research and made an effort to do so.

Demographic information: The researcher sought to rely on descriptive analysis3- through the information he collected from the sample individuals.

3. Results

Maala and Tawfiq recognize the marketing environment as :All the forces present within the organization and in the external environment in which we operate and that affect the organization's marketing capacity and the effectiveness of management in making successful decisions regarding building and developing relationships with the market. It also includes elements that push the organization or elements that disrupt and hinder its progress. (Moala and Tawfiq, 2003, 31)

Kotter defined the environment as: A group of external forces that affect the marketing management function in the organization and that affect the marketing management's ability to develop and maintain exchange operations with its target customers (Kotter 1997: 8). It is noted that the environment consists of external forces that directly or indirectly affect the organization's ability to obtain inputs. And its ability to market its outputs (goods, Services, denial). And the environmental forces are in a state of constant change, as the change in the marketing environment results from a state of uncertainty about the threats and opportunities for marketers, so predicting the future is not easy except They try to predict and anticipate what will happen in the future. Marketers continue to modify their marketing strategies in order to respond to changing factors. The dynamic technological changes in the services imposed by computer companies also witness how they affected the interest of consumers (Gerrat, 2002 : 72). The external marketing environment can be controlled, which indirectly affects the organization's activity. These are external forces related to (political, legal, economic, social , cultural and technical factors) (19 : 199 8: Lancaster). The researcher sees after reviewing the above concepts that the marketing environment is: the internal and external forces that change and directly or indirectly affect tourists, which leads to the creation of a highly competitive environment between effective and active organizations that have the ability to communicate with the market on an ongoing basis.

Second: Characteristics of the marketing environment:

The marketing environment is characterized by several factors that have an impact, as they pose threats to the tourism organization and create appropriate opportunities, which are the following:

- a. Political and legal factors (74 : 2000 , Kotter): Political and legal factors are a major factor for many tourism organizations . Developments between international operations pose a risk in some political and economic situations. They are better stable between countries and are greatly affected by local and international situations on tourism organizations operating in the environment and require a full understanding of these changes (22: 1998, Reynold and Lancaster). These environmental factors are linked to the systems of countries that adopt a system, governance and management of state affairs, which is reflected in the legislation required to organize various tourism activities and events. Since marketing is one of these activities , it will be affected. Certainly , the legal and legislative measures determined by the political system in the country (Mualla and Tawfiq, 2003 : 44)
- b. Economic factors : Economic variables affect the formulation and formulation of the tourism organization strategy, especially the financial and monetary policy of the state, such as foreign exchange management , savings fluctuations , and local lending benefits. This results in serious threats to tourism organizations, such as the distortion of market prices and the restriction of capital movement in a way that affects profits, material reinvestment programs, and business expansion in various economic activities (Yassin, 1998 : 63). The economic situation also leads to damage to the market (such as recession, boom, and regulation) in determining marketing decisions that have an impact on marketing performance. Among the most important of these factors are the following:
- c. A- Income : Income is one of the important factors that influence the purchasing power of the tourist, and it also affects the marketing capabilities in saving and spending .

Therefore, many tourism organizations deliberately adopt special prices, discounts and facilities that they can grant to tourists. (Maala, Tawfiq, 2003: 41)

- d. Prices and inflation : Marketing managers in tourism organizations must be very careful in making decisions, as tourism organizations adopt pricing policies in relation to the prevailing price levels in the market and their trends . Taking the wise path in adopting a marketing program that they adopt can find increased competition and the increasing rise in inflation rates. This depends on the organization's pricing strategy and in light of complete knowledge of price levels and helps in placing the service or commodity after the appropriate market. (Moala Tawfiq, 2003) , 43)
- e. Social factors Cultural : Social and cultural factors depend on the strength of human relations of tourism organizations and their adopted strategies for their individuals and for society in general. Social variables are those environmental forces of a social nature that have an impact on tourism organizations and the social environment consists of individuals who have values and traditions. (17 : 1996 , Lei g pitt)
- f. Social and cultural factors have a great impact on determining the directions of administrative strategies for tourism organizations, especially those that want to settle in a place other than their original environment (Basin , 1998: 63).
- g. Technical factors : The rapid change in technology leads to the necessity of keeping organizations at the required level in terms of obtaining new technology in order to maintain a competitive position (Al-Qatamin, 1996: 63).
- h. Technological developments represent real opportunities for skilled people to understand and apply them, and at the same time they pose a threat to the unskilled who cannot adapt to the new progress. Technological change affects several aspects, including:
 - i. Technological change in demand leads to the expansion of the market and provides an opportunity for tourism organizations to grow and prosper.
 - i. Technological changes in production processes and the progress achieved necessarily lead to the use of new, suitable machines and lead to changing production lines using modern machines, as this requires training workers on how to use these machines.

Thirdly - the basic elements of the marketing mix environment:

- 1) The elements are the focal point in the activities of the marketing environment , as they focus on determining the target market and the groups of individuals directed by the strategies of the tourism organizations, which are designed to satisfy and fulfill specific needs (Moala, Tawfiq, 2003) . These elements include the following:
- 2) The product : The existing products over time are an addition to the marketing process, and adding new products is a projection of failed products, and has an impact on the strategic decisions of tourism organizations that fulfill the desires of tourists through display in a creative and innovative way. (1993 : 2000 , Cravens)
- 3) Price : One of the basic elements that influences the marketing environment is the price, which is related to the production lines with
- 4) ...and possible sales and pricing discounts so that it has an impact on income to new markets or pricing of a new product. (59 : 1997 , et al, Stanton)
- 5) Distribution : Distribution aims to ensure that products are available when needed and in the required quantities and possible. Distribution includes decisions on transportation, storage, inventory control, order fulfillment, and the selection of distribution intermediaries, wholesalers, and retailers, between the producer and the consumer can be used based on information systems in distribution areas (194 : 2000 , Crevens).
- 6) Promotion : Promotion is an important link between sellers and buyers, so tourism organizations use direct and indirect messages, through sales representatives, personal selling, or through advertisements and tools.

Sales activation for use in communicating with customers and purposefully and to convince potential tourists (Moala Tawfiq, 2003 , 18)

The third topic

Recreational tourism

First : The concept of recreational tourism:

Hammad defined it as: a group of activities to get to know those recreational areas and to roam around them to be influenced by them (Hamad, 2009:9).

Al-Yara'i also referred to it as: Strategies developed by the tourist for the purpose of practicing marketing operations in the field and accordingly.

defined it as: a trip for the purpose of pleasure or entertainment, not to gain money or permanent residence in the host country if the trip is outside the country (Al-Kattani, 120: 1990). (Tahal) believes

that recreational tourism is a basic management of marketing tourism services in tourist sites and areas , and it saves effort and time and gives an image to tourists to show them (Taha , 2013: 12).

Al-Hiti also defined it as a type of activity for the purpose of entertainment, in its various forms, and promoting oneself, such as going on a picnic. Open green spaces , tourism, playing sports, watching movies, etc. (Al-Hiti, 2009: 255).

Al-Muzaffar also defined it as a leisure activity, a leisure time that is known to achieve pleasure and entertainment. (Al-Muzaffar Al-Hashemi, 2010: 203).

Manturani indicated in his book *Lisan al-Arab* that it is: "The spaciousness and expansion after fatigue has passed , the return of activity and vitality to the person, and the introduction of joy to the soul after the suffering." (Ibn Manzur, 1999: 255)

There are many definitions among writers and researchers, and after the researcher looks at them, he sees that it is a set of trouble and fatigue, and the fulfillment of his desires and the dissemination of his needs at a specific time, in a specific place, and with less emphasis .

It is noted that rest, recreation, entertainment, play or amusement are done by a person to reach happiness , which is represented by The feelings and emotions that an individual acquires through promotional activities. The purposeful and enjoyable activity that a person practices is a personal desire and takes many forms and is done in his free time, as he finds himself recreational tourism.

secondly: Elements of recreational tourism:

many tourist destinations that add different needs and motives according to desires, such as religious tourism, sports tourism, And historical, in addition to other new types that appeared due to economic, scientific and social progress, and were not known before due to the aspirations of the known type, such as exhibition and equipment tourism, and skiing, which are specialized patterns that differ greatly in their characteristics and qualities (Al-Tahir, 7: 2012), but what is more important than that is studying the basic elements of recreational tourism so that we can reach the complete supply of tourist attractions and fully encompass them.

These elements include the following:

1- People: They are the tourists who are hosted by the tourist countries for those tourist attractions according to their requirements and everything that He needs promotional entertainment supplies. (Hyatoky , 2019) The tourist who travels outside his home and original place of residence for any reason and for a period exceeding 24 hours will gain credibility for what we want from this study.

The number of tourists depends on several factors, including:

A- Individual tourism: It is carried out by a person or a group of people, which may be a tourism organization or otherwise (Interview, 37:2008)

B- Group tourism: This is tourism for groups or tourist groups, which takes place regularly and through tourist companies or regularly through family or relatives. (Interview, 36:2008)

2- Countries: These are the ones that have tourist areas that aim to promote oneself and enjoy, whether they are amusement parks, landscapes, water parks, or various sports that relax the soul. (Mustafa, 3:2005) Countries enjoy entertainment areas that individuals visit and move to for the purpose of obtaining amusement and entertainment for artistic comfort. Physiologically, recreational areas are a piece or area of land or water that is designated, identified, or reserved for public or private recreational uses. (Mustafa, 5:2005)

And some of them are: It is achieved through pyramidal promotion areas, which are formed in a gradual manner in terms of size, level of service and degree of specialization for each one of them separately. These gradual levels are linked to people's need for entertainment and the level of demand.

Available potential of tourism resources: It refers to those tourist places that are important in attracting the largest possible number of tourists. These are many areas, including the following:

Tourist attractions: These include natural places, such as waterfalls, lakes, desert areas, and mountainous areas (Al-Taie, 302: 2006).

Historical places : They include archaeological landmarks that represent historical civilization (Al-Taie, 303:2006).

E- Parks and playgrounds: Playgrounds and parks are located in natural areas, which makes them an important tourist attraction for many tourists (Al-Taie, 305:2006).

Third: The importance of recreational tourism

The importance of recreational tourism is due to the tendency of human souls to practice these promotional activities, and this depends on the available means and locations, so this type enjoys the diversity and expansion of tourism means, as recreational tourism in our contemporary reality enjoys modern available technologies and the ease of the impact of technological and technical development in conveying this information and locations to the minds of tourists in the world. The importance of this type of tourism can be invested in through its effective blending and permanent presence in the life and progress of these countries and peoples, and this increasing importance can be observed through the huge amount of research and writings in the specialty

We can also summarize the importance of recreational tourism in the following points:

- 1) It is a major economic resource for host countries and brings in hard currency.
- 2) Recreational tourism affects the psychological state of a person, as it helps him change his negative state to a positive one.
- 3) Recreational tourism provides great job opportunities.
- 4) It works to increase national production and increase the individual's share of real income.
- 5) It contributes to increasing tourism revenues for both sectors (Interview, 33:2008).

The fourth topic

Descriptive analysis of questionnaire data

The researcher relied on the questionnaire form mainly in the current research after presenting it to a group of specialists in order to evaluate it. The five-point Likert scale was used to measure the paragraphs of the scale distributed into five paragraphs, and each paragraph was weighted according to the strength of agreement . Strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1). The following is an analysis of the questionnaire axes:

Results of descriptive statistical analysis of the characteristics of the research sample items

In this section, the characteristics of the sample will be presented according to its demographic characteristics as follows: :

Table showing the distribution of sample items by gender

Gender	Repetition	The ratio The percentage
male	93	%62
feminine	57	%38
the total	150	%100

We note from the table above that the sample vocabulary according to gender is the percentage of males who responded to the paragraphs (62%), which is greater than the percentage of females who responded to the questionnaire paragraphs, as their percentage reached (38%)

Table showing the distribution of sample items according to age

the age	Repetition	Percentage
years and under 35	117	%78
years 45-35	21	%14
years 55-45	12	%8
years and over 55	0	%0
the total	150	%100

As can be seen from the previous table, the sample components were distributed according to age in varying proportions. The percentage of people who answered the questionnaire and were 35 years old or younger was (78%), while the percentage of people aged 35 to 45 years was (14%), while the percentage of people who answered the questionnaire and were 45 to 55 years old was (8%), and people aged over 55 years was (0%)

Table showing the distribution of sample items according to academic qualification

Academic achievement	Repetition	Percentage
diploma	33	%22
Bachelor	87	%58
Higher Diploma	9	%6
Master's	12	%8
Doctorate	9	%6
the total	150	%100

It is noted from the table above that the distribution of sample items according to academic qualification and those who answered the questionnaire was as follows: the percentage of people who obtained a diploma was (22%), while the percentage of people who obtained a bachelor's degree was (58%), which is the largest percentage, and the percentage of people who obtained a master's degree was (8%), while the percentage of each of those who obtained a higher diploma and a doctorate was (6%)

Table showing the distribution of sample items according to years of experience

Years of experience	Repetition	Percentage
Less than 5 years	135	%90
years 10-5	15	%10
the total	150	%100

It is noted from the previous table that the distribution of sample items according to years of experience and those who answered the questionnaire items were distributed as follows: the percentage of those with five years of experience or less was (90%), while the percentage of people with more than five to .ten years of experience was (10%)

Results of descriptive statistical analysis of the response of the research sample items to the research variables (questionnaire items)

In this section, the arithmetic mean, standard deviation, and relative importance of the research items :will be extracted

the results of the descriptive statistical analysis of marketing tourism Table showing

T	Questionnaire paragraphs	Arithmetic mean	Standard deviation	relative importance
1	Mall management cares about the complementary relationship Related to meeting needs and desires The tourist	3.867	0.709	5
2	The mall management is interested in obtaining Information for the purpose of providing services related to current and future tourists	3.18	187.0	3
3	The mall management is interested in .developing performance Its employees for the purpose of excellence in Providing services to tourists	2.813	1.087	3
4	The mall management is looking for Innovative new areas to excel at Its market competitors	3.791	1.623	4
5	The mall management is working on hiring Outstanding skills to achieve Its service strategies	3.534	0.381	4
6	Mall management focuses on policy Orientation towards work to satisfy The tourist in light of its message and vision	4.201	0.148	5
7	The mall management seeks to choose All its assumptions for choosing the alternative appropriate within its financial capabilities	3.254	0.212	3
8	Mall management relies on technology Modern in providing its tourism services To outperform its competitors	3.012	1.659	3
9	Average response to all items	3.483	0.7507	

The results of the descriptive statistical analysis of the questionnaire paragraphs related to the first variable (marketing tourism) show that the trends of the research sample were positive towards marketing strategies in all paragraphs, as the arithmetic averages of the performance of the study sample

individuals were greater than the average performance of the (five-point Likert) scale, the hypothetical arithmetic average equal to the standard is less than half the arithmetic average, as the deviation rate reached (0.7507), and the repetitive importance was at close degrees, so that the average response to This indicates that the hotel is preparing the . (3.483) variable reached strategies the marketing .marketing strategy in light of knowing the needs and desires of customers

recreational tourism the results of the descriptive statistical analysis of Table showing

T	Questionnaire paragraphs	Arithmetic mean	Standard deviation	relative importance
1	The mall management is interested in .setting the lines Entertainment to meet needs and desires The tourist	3.332	.248 0	3
2	The mall management is concerned with .accessibility With environmental indicators when submitting Its services	3.704	.532 0	5
3	The mall management believes that creativity .Sustainability is a necessity for its survival And its growth	3.507	.359 1	4
4	.The mall management has two employees Ability to create entertainment services New tourist	2.632	.267 0	2
5	.Mall management can solve problems Which hinders its tourism work in many .ways Modern	3.001	.162 1	3
6	.The mall management is doing some work risky tourism	2.423	.415 0	2
7	The mall management seeks to re Consider unfulfilled resources Its goals	3.891	.737 1	3
8	Mall management keeps promises which I have provided to increase	3.617	.450 0	4
9	Average response to all items	3.263	0.771	

The results of the descriptive statistical analysis of the questionnaire paragraphs related to the variable (entertainment tourism) show that the trends of the research sample were positive, as the arithmetic averages of the performance of the study sample individuals were greater than the average of the measurement tool (the average of the five-point Likert scale), and the standard deviation was less than 3, the hypothetical arithmetic, equal to half the arithmetic average of the five-point Likert ,scale . The repetitive importance was also close in degrees, and the standard deviation was (0.771) and the average response to the recreational tourism variable was (3.263). This is encouraging, as hotels should work to surprise the customer with unexpected additional services and seek to provide the service according to the customer's request and need and to a degree higher than the level of his .expectations

4. Discussion

The findings of this study highlight the significant role of the marketing environment in shaping recreational tourism in shopping malls in the Holy City of Karbala. As outlined by Moala and Tawfiq (2003), the marketing environment consists of both internal and

external forces that impact an organization's ability to attract and retain customers. The results indicate that political, economic, social, cultural, and technological factors create opportunities and challenges for tourism organizations, particularly in the retail and entertainment sectors. The study reveals that shopping malls in Karbala operate within a dynamic and competitive marketing environment, requiring continuous adaptation to regulatory frameworks, economic fluctuations, and evolving consumer preferences. Furthermore, technological advancements have influenced customer expectations, necessitating the adoption of modern marketing tools and digital solutions to enhance the recreational tourism experience.

The descriptive statistical analysis further demonstrates that shopping malls in Karbala prioritize marketing strategies aimed at enhancing customer satisfaction. With an average response score of 3.483 for marketing tourism variables, it is evident that mall management emphasizes service differentiation, innovative entertainment offerings, and pricing strategies to attract tourists. However, economic factors such as inflation and income fluctuations pose challenges to sustainable tourism development. While competitive pricing and promotional campaigns are essential to maintaining customer loyalty, uncontrolled external forces, such as currency exchange fluctuations and restrictions on capital movement, can hinder business expansion. Additionally, the social and cultural dimensions of marketing play a crucial role, as tourism organizations must align their strategies with the values and traditions of visitors.

The study also underscores the influence of the marketing environment on the effectiveness of recreational tourism strategies in shopping malls. The average response score for recreational tourism variables (3.263) suggests a positive perception among workers regarding their organization's ability to provide engaging leisure activities. However, the study highlights areas for improvement, particularly in service innovation and risk management. Shopping malls should focus on integrating modern technology, such as virtual reality and AI-driven customer engagement, to enhance the tourism experience. Additionally, proactive strategies in dealing with economic and political uncertainties can strengthen the resilience of tourism-related businesses. In conclusion, a well-managed marketing environment contributes to the growth of recreational tourism, positioning shopping malls in Karbala as key attractions for both local and international visitors.

5. Conclusion

First: Conclusions: The researcher reached conclusions based on the information he obtained in the theoretical and applied scientific aspects, as follows:

- a. The marketing environment has a clear impact that brings together the dimensions of the tourist, as it enhances the place of influence for the tourist in a way that achieves his goals.
- b. The marketing environment variable provides an incentive for mall management to know the purchasing behavior of tourists, which calls for their interest . To think and work to gain his loyalty.
- c. The marketing environment reflects positive results for the sample studied in scientific and practical hypotheses by exploring new marketing methods that enhance the competitive position of shopping malls.
- d. There is no clear and obvious interest from mall managers in their employees by developing their marketing capabilities and innovative skills.
- e. A discrepancy is noted in the opinions of the researched sample regarding the marketing environment in shopping malls due to the lack of interest in renting new markets to enter into market competition.
- f. It indicates a difference in the opinions of the sample studied. Regarding the dimensions of recreational tourism, due to the lack of interest of the management of the sample studied in increasing the resource peak, this is due to the competitive prices of its services.
- g. The marketing environment of shopping malls reflects a lack of interest in updating technological information and keeping up with modern developments, which leads to a lack of interest in the tourist's commercial tools.

- h. The focus of the management of shopping malls on implementing the higher vision in all its dimensions, which leads to the inability to meet the requirements of the tourist and reach the highest levels of perfection to satisfy him.

Second: Recommendations: The hypothesis of the recommendations is the result of what the researcher has reached, according to the applied scientific aspect, and then he sets some future recommendations for research and practical studies to assume that a practical study will be made from which everyone interested in this matter will benefit, and they are as follows :

- a) The researcher recommends that the senior management of shopping malls pay attention to the marketing environment due to its utmost importance and clear impact on the tourist's decisions to purchase tourism services.
- b) The management of shopping malls in the holy city of Karbala should work on obtaining information about the tourist and working on gaining his loyalty and caring about his satisfaction.
- c) The upper and lower management of shopping malls, including those interested in tourists, must adopt an innovative and creative marketing method , in order to achieve their desired goals and attract a number of tourists to visit them.
- d) Serious and real endeavor to develop and enhance the decisions of its employees through educational and developmental courses, which will extract their innovative potential at work.
- e) Serious and real work to find alternative plans that integrate both marketing tourism and recreational tourism so that the tourist can achieve his goal at the lowest cost and within a specific time, and this is an incentive for feedback.
- f) The management of shopping malls focuses in its work on recreational tourism in the marketing aspect, which gives the tourist a sense of interest in those places where he achieves the desired goals.
- g) The management of shopping malls in the holy city of Karbala focuses on paying attention to technology and keeping up with modern developments, which reflects a positive mental image of these tourist malls to the tourist.
- h) Applying the higher vision for managing shopping malls, which must match the tourist's vision, creates a state of competition between markets and motivates workers to think of what is most appropriate to win the tourist.

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