

أثر وسائل الإعلام في تنمية الوعي السياحي للسياحة الدينية في مدينة كربلاء المقدسة

(دراسة ميدانية للمشاهدين الحسيني والعباسي)

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Abstract

Mass media became a variable in constituting the mass consciousness and their attitude toward the issues presented in the mass media day and night. These days the importance of the media springs up from their dependence on the readable, audible, the visible and audible, and the electronic mass media more than in the past.

The great development in the technology of mass media is the reason behind the mass s much dependence or mass media in their persistent trial to know what is going on around them events and issues in different fields ,and in tourism in

particular

The importance of each of these mass media lies in the way it effects the consciousness of the tourists through it characteristics and merits. The mass media may have these characteristics or merits in common or in a differential way . each of the phases of the theories which are concerned with the impact of the mass media shows clearly their influence on the receiving mass , this impact differs according to the time phase , the thoughts in common , and the technical advancement these media underwent : it starts with direct impact, through the limited impact and the medium impact and ends with the effective and powerful impact .

The impact of the mass media is clear on the religious tourism because the mass media sheds light upon the religious tourism as the important type of tourism, the demand for tourism is a response to the spiritual and religious motives ,and the religious tourism is everlasting tourism and through the whole year , with or without an occasion .Besides , the religious tourism provides an income through its direct or indirect outcome.

The evolvement of the tourism consciousness about the religious tourism through the various mass media is considered as one of the most important subjects for it clarifies the importance of the religious tourism ,the investment of its earnings ,and eliding its negative effects ,it also creates the suitable atmosphere for a

special society of religious tourism who is conscious of its values to achieve as big earning as possible ,for instance the states in the Islamic world pay attention to the tourism consciousness for it is related to the success of tourism activity in their countries ,they paid much attention to people in charge of tourism consciousness such as workers in tourism activity , the official and non official institutions and organizations , the citizens , the government and the tourists ,In addition to this , the Islamic countries concentrate on the different dimensions of the tourism consciousness :the economic , the social , the cultural , etc . they shed light up the factor which constitute the tourism consciousness of the religious tourism such as the mass media ,the family , the school , the leaders of the public opinion and the cultural environment .

In order to clarify the impact of the mass media on the development of tourism consciousness of religious tourism in holy city of kerbala , the mass media used the implications that deal with the subjects of religious tourism through broadcasting and publishing the news of the religious tourism and through shedding light upon its importance ,identifying the different places of religious tourism like the shrines and together with the activities the visitor practice in their places ,they also encourage the citizens and the tourists to visit the attractive places of the religious tourism to enjoy the spiritual and the moral implications these places are endowed with the mass media also present programs and various artistic forms that suit the diversity of the tourism information , services , and facilities , each of these media has its own forms and programs.

The religious tourism in the holy city of kerbala which is considered as one of the most famous places on the local regional and universal level , is characterized by the existence of centers of religious tourism represented by the shrines of AL Hussein and ALAbass (god s peace on them) beside the other shrines own bin abd allah ,al Hussein camping , zainab hill , the shrines of jaffar al sadiq , al mehdi (god s peace on them) so the holy city of kerbala became the most famous religious city in relative to the increasing number of the visitors coming from

here and there , add to this the many religious occasions the Muslims celebrate in their holy religious city.

The problem the study deals with is the vagueness that underlien the impact of the mass media on the development of the tourism consciousness of the religious tourism in the holy city of kerbala ,each medium has its own impact on the receiving mass ,this impact differs from one mass medium to another ,clarifies the way the religious tourism consciousness is developed and it shows the implications the mass media present in this respect and that each medium has an effective role in developing the tourism consciousness of religious tourism in kerbala .

As for the significance of the study ,it aims at establishing the culture of tourism consciousness of the religious tourism through what the various mass media deal with :the news , the anconsciousness in the holy city of kerbala as it contains shrines and scenes of local , regional and universal reputation.

The objectives that this study tries to achieve is to solidate the concept of consciousness of the importance of the religious tourism in the holy city of kerbala through mass media , to specify the mass media whether they are readable or audible , or visible audible ,or electronic that can be used to develop the consciousness of religious tourism to elevate the status of the shrines of al Hussein and AL Abbas in away that suits their importance and their sublimity , and to improve the religious tourism is away that success the consciousness of it , importance the study adopts the historical , comparative , field surveying , statistical scientific procedures. The consists of (350) subjects who are randomly chosen, the research's makes use of many instruments and methods of collecting data and information such as interview and questionnaire .

The study falls in to two sections. The first one contains the theoretical study . it consists of :

First chapter : The preceding concepts and study .

Second chapter: The importance as the characteristics of the mass media and theories of influence of the various mass media .

Third chapter: The historicity of kerbala city and the basic and complementary religious tourism offer .

Fourth chapter : importance of the tourism consciousness and the forms used in mass media to develop the tourism consciousness of the religious tourism in holy city of kerbala .

Fifth chapter : : The procedural framework and hypotheses of the study .

The second section contains the field study and it consists of :

Sixth chapter : The social , economic , and cultural circumstances of the subjects of the sample .

Seventh chapter : Analysis of the impact of mass media on improving the tourism consciousness of religious tourism in holy city of kerbala .

Eighth chapter : Impact analytical survey of the mass media in developing religious tourism consciousness .

Ninth chapter : The conclusions and recommendations .