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The Supreme temples (Ziggurats) in the Kashi era in Babylonia and their impact on archaeological tourism Ziggurat of Aqarquf - an example

Kazem Shamikh Mohsen¹

Almustansrya University, College of Tourism
Kadim15@uomustansiriyah.edu.iq

Ahmed Taha Hameed²

Almustansrya University, College of Tourism
ahmedtourism4@gmail.com

Abstract

tourism is a global phenomenon with a wide range of social, economic and cultural dimensions and has occupied many specialists, science, which led researchers to research and develop in order to appear in the best condition that reflects the image of the country in a way good in front of other countries, and since the tourism sector has become a focus of attention for all countries, we decided to research how to invest the sites of the ziggurats, especially the archaeological ziggurat of aqarquf, in order to develop the tourist demand for it and developing services in it and holding events and making it an outlet for tourists, especially on weekends the ziggurat of aqarquf is distinguished by its proximity to the capital, baghdad. the ziggurat is located in an agricultural area characterized by fertile land. and the green spaces that can be used for the practice of natural tourism, and what this archaeological site owns archaeological monuments that still exist today, such as the ziggurat, temples, the mastaba, and the remains of the city's wall. the signs represent the cornerstone of archaeological tourism in the archaeological site of aqarquf, and they are one of the symbols of baghdad as a place and heritage. and history and an important factor of tourist attractions, the problem of the study began to find out the reasons neglecting this archaeological site to this day and not investing it in the tourist aspect, and developing solutions that lead to the development of this archaeological landmark, in the study, the researchers relied mainly on the (questionnaire), which is the main tool for collecting data and information, in addition to using another method, which is (personal interview); for a number of directors and their assistants and heads of departments in the department of antiquities and heritage, the descriptive analysis method and the historical method were used as a scientific methodology in the current study, and through this study, communication was made to the most important conclusions, the most prominent of which were, the proximity of the ziggurat of aqarquf to the capital, baghdad, provides an opportunity for local and foreign tourists to visit it and learn its history, and thus constitute a desire to visit the rest of the ziggurat, such as the ziggurat of ur in the province of dhi qar, one of the important conclusions reached by the researchers is the extent of the damage and neglect suffered by the ziggurat of aqarquf.

Keywords

Ziggurat Aqarquf, Archaeological Tourism.

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Introduction

Iraq is one of the countries that contains most types of tourism, its patterns and components due to the diversity of its climate and terrain and the emergence of the oldest civilizations and religions on its land. This made it contain religious tourism, archaeological tourism, historical, cultural and recreational tourism. This importance makes it imperative for official and non-official bodies to pay attention to this vital sector and provide means of success in order to advance it and conduct the studies and research necessary to develop it. It is well known that Iraq is the cradle of civilizations that were embraced by Mesopotamia and that grew up on its land. The cities and countries that ruled and dominated the ancient world grew and the first manifestations of human settlement and knowledge of agriculture and the invention of the wheel and writing appeared. In addition to the urban progress in the construction of listed towers (ziggurats), economic and military progress, and laws and regulations were legislated. Civilizations such as the Sumer civilization with all its dynasties and roles, Babylonia, Assyria and Akkadian civilizations, and the rest of the civilizations and dynasties that left evidence and relics, many of which remain immortal to this day, such as the ruins of the ancient city of Babylon and the archaeological city of Ur with its lofty ziggurat so far, this is imperative for us to invest well in order to be able to make these archaeological sites the focus of attention of the whole world, as this investment will generate very large economic and social returns for the country and the host region.

Research Methodology

The study methodology explains the problem of the study, the importance and objectives of the study and the method used in the study as well as knowledge of standards used in the construction of the paragraphs of the questionnaire and statistical tools and methods used in the measurement, as follows.

First: The Problem Of The Study

The problem of the study revolves around the absence of interest and investment and the media's focus on the most prominent archaeological features of the Mesopotamian civilization if the temples constitute the Supreme Temples (Ziggurats), the hallmark of the civilization of Mesopotamia, which began to lose its reputation and its importance to the local and global level, because of the apparent neglect in the lack of public services and integrative services and the lack of seriousness in investing these sites for tourism purposes.

Second, The Importance Of The Study

The study highlights the importance of this site of archaeological importance, which represents the level of development and progress in the building of the civilization of Mesopotamia and is considered a resource of important resources.

Third: Objectives Of The Study

- 1- creating a theoretical content to know what the ziggurats are and their importance in archaeological tourism because they are one of the important attractions for tourism.
- 2- statement of the importance of archaeological sites on all economic sectors that support the tourism industry.
- 3- show the extent of the damage suffered by the ziggurats due to negligence.
- 4- directing the attention of ministries, responsible departments, investors in the private sector and travel and tourism companies to the importance of these places in terms of historical, archaeological and religious aspects, and the returns that come from them if they are properly invested.
- 5- increasing community awareness of the importance of ziggurats in the Mesopotamian civilization and encouraging them to visit them, as is the case in the archaeological sites of other countries such as Egypt, China, Mexico and others.
- 6- develop handicraft industries in the areas surrounding the tourist site.

Fourth: Study Methodology

there are many ways and methods that researchers follow in their studies to reach the desired goal of the study and obtain the most accurate results. which includes (the historical curriculum, the desk curriculum, the field survey)

Hypotheses

there is a significant effect is statistically significant The Supreme temples (Ziggurats in archaeological tourism, from which four secondary hypotheses as follows:

- 1- there is a significant effect statistically significant religious tourism in archaeological tourism.
- 2- there is a significant effect is statistically significant for the famous archaeological site of archaeological tourism
- 3- there is a significant effect is statistically significant for tourism services in the archaeological tourism.
- 4- there is a significant effect statistically significant advertising campaigns and cultural archaeological tourism.

Fifthly: The Study Community

chose the researchers site dur-kurigalzu archaeologist in the city of baghdad in order to apply the practical side of the study were selected a random sample of community members numbered 200 researched and researched were distributed form questionnaire they were received (200) form a questionnaire, and there was great cooperation by respondents .

The First Topic

The Third Dynasty Of Babylon (The Kassites)

what is known about the kassites is that they settled in the central parts of the zagros mountains separating iraq and iran in the area known as bilad (al-wuristan) in the southern regions of iran (south of hamedan). and their rule lasted more than four centuries and they were a minority and extraneous non-civilized compared with the majority of the people of the country and the presence of themselves face-to-face full of heritage, they were more intelligent in preserving the integrity of this heritage instead of destroying it, and there was agreement that kassites were moderate in their judgment ([Abbas](#))([Rashid 2004: 67](#)).

The Origin Of The Name Al-Kasheen

the name of these new people came from the babylonian word (kashu), whose exact origin is not known, and perhaps it means in this language (strength and weakness) and it is also possible that it was taken from the name of the national deity of the kassites ([Baqir, 1946](#)) 493)the prevailing belief was that the kassites lived in the highlands of the southwest of the caspian sea some researchers have called the inhabitants of iran before the advent of the iranians the name (caspians) in relation to the caspian sea, and it is possible that their name was taken from the name of their national deity. ([Salvadori & Sbrolli, 2021](#))

The Original Homeland Of The Kishites:

there have been many opinions about the original homeland of the kishites, and it is likely that they are from the mountain tribes mentioned in the classical sources as (kossaioi). since they did not leave us after their rule in iraq anything written in their national language, but rather they used the babylonian language, it is not possible to know their national origin from a linguistic point of view ([Miller, 2014](#)) the researcher (hrozni) indicates that the caucasus and qazvin region were a center and point for the marriage of many peoples that differ in their origins and are overcome

by the nature of bedouin since the name of the region is (kus-kiš-kos-kaš-kas), this is related to the name of the kassites, so hruzni suggested that they are from the caspian sea region (Naif) the western sections of the asian continent witnessed the arrival of human waves from the indo-european peoples to which the kassites belonged, and who succeeded in taking over the reins of political power in iraq in the sixteenth century bc. thus, this view clarifies that the kassites are from the indo-european tribes (Othman, 1998) historians suggest that the kassites are tribes that settled in the mountains north and northwest of elam, and there are those who believe that the kassites are a non-aryan people who were dominated by the aryan class and that they came through the gap between the chain (kuwait dagh) and the chains of hindukush, i.e. (khorasan gate) as there is no evidence that the kassites lived in elam, and cuneiform texts always distinguish between the elamites and the kassites. moreover, the assyrian king sennacherib did not mention their presence in elam, but mentioned in the east of the tigris there are many opinions that search for the original homeland of the kassites and how they entered iraq. some of these opinions were accepted and relied upon, and some were rejected.

The Period Of The Rule Of The Kassites In Iraq

the period of the kassite rule in iraq, despite its length, spanned about 438 years (1995-1157 bc) but it is one of the most mysterious periods of babylonian history, some have known it as the third transitional period on the basis of the country falling under foreign rule 134), there is a historical problem for the start of kishi rule in iraq, the beginning of their rule does not coincide with the end of the first spoliation of babylon and that the first seven kings of the kassite dynasty, starting with (kandash), a contemporary of the king of Babylon (simu - ilona), had ruled outside the country of babylon, in the province of khana (aana) and that the kassite dynasty began their rule in the country of babylon, starting with the kassite king named (agom) the second (agum kakrima), (agum kakrima) and that this king is the one who took advantage of the invasion on the hittite vzhv of babylon, in the borders of 1595 bc. (Schipper, 2005; Tavakoli-Targhi, 1996) (Baqir, 2009: 494) king agum ii with his army descended from helwan on the khanaqin road, then to central and southern iraq and took the city of babylon, so he established a kashia dynasty and inherited the possessions of the ancient babylonian state and that most of the information that arrived about this era was from external sources that did not come to us from the country of babylon, but from the civilization of the Nile valley, which was known as the amarna letters (Othman, 1998; Rasheed; Reisinger & Turner, 2012) (Baikia, 1926:91), the kassites took from the local population various aspects of civilization and preserved the babylonian traditions, systems and laws, except for some modifications that they made, which were imposed by the political circumstances, and they included some cultural elements that were not at the level reached by the mesopotamian there is no doubt that the kassites have restored security, peace and unity to a country devastated by continuous wars for five hundred years. also, the kassite kings preserved local traditions and acted in various fields as good kings (Ro., 1984:334) 145) and they established a new capital for them, and they called them (dur-kurigalzu), which is distinguished from the rest of the babylonian cities by the nature of the location they chose for it. it was built in a prominent area of limestone rocks at the northern end of the alluvial plain to the west of the city of baghdad (Abed & Mohammed). known now as the remnants akerkov

Ziggurat Concept

the ziggurat is the high terraced tower that was associated with some temples in mesopotamia and later became one of the most prominent landmarks in the ancient cities, the ziggurat is an akkadian word that came in the cuneiform texts in the form of "ziqurratu" and in the assyrian texts "siqurrutu", it was mentioned in the sumerian texts in the form "u6-nir" and this word in the akkadian language means "stepped tower" and metaphorically "top" (Harun, Chiciudean, Sirwan, Arion, & Muresan, 2018) that the first appearance of the ziggurat or the listed edifice in iraq was in the southern part of it, and many researchers believe that the bench built above the white temple that we mentioned in warka represents the beginning of the ziggurat in the second half of the fourth millennium bc, the ziggurat is similar in its external form to the egyptian pyramids, and perhaps the closest analogy to the ziggurat is what was found in the ancient civilization of mexico and central america, which is known as teotihuacan, that is, the house of god, and the ziggurat is also the house of god there are similarities in the latin american temples and civilizations in the region in the americas in which roman languages are used, such as the mayan civilization,

the aztecs, the incas, and other sub-civilizations such as ana sazi and ozark and other civilizations in which architecture was famous for its high towers very similar to the ziggurat, which is one of the most important distinguishing features of mesopotamian architecture and the most famous. the erection of these huge buildings is indicative of the complex organization and meticulous administration of the nation that built them), there are sources that indicate that the word ziggurat is a babylonian word derived from zaqaro or zikurati, whose most prominent meanings are (highness), from which the word ziggurat was derived.

The City Of Dor Kurikalzu (Aqarquf)

at the beginning of the kassite occupation of babylonia, the first kassite kings who ruled the country took babylon as their capital, but in the middle of their rule, their sixteenth king in the rule of their dynasty and the eighth king in the rule of the country of babylon established the city (dur - kurikalzu) as his capital and for his successors the kings who came after him and named it after his name (Harun et al., 2018; Rasheed; Reisinger & Turner, 2012; Salvadori & Sbrolli, 2021) and the ruins are located akerkov city 30 km to the west of the city of baghdad, to the right of the baghdad-fallujah road, at a distance of 6 km at the abu ghraib sub-district, which is 15 km to the northwest of the city center of kadhimiya (Zulfikar, 1998; 2018, محمد سياب & حسين شهيد 64), the inscriptions sealed on the stairs and in the foundations of the ziggurat confirmed that this place is the kassite city called (dur kurikalzu), meaning the city of kurikalzu. the city was surrounded by a wall that extends from the northeast to the northwest, and some areas fade away as for the religious city, it was surrounded by the holy wall (the wall of the timnos), built of mud, with a thickness of 3.75 m - 4.40 m, and its outer face was surrounded by a brick wall 18 cm away from it and 1 m high the name of this city, which means a fortress or the city of kurikalzu, refers to its founder, one of the three kings named (kurikalzu) of the kassite dynasty as for the modern name of the city, it is a compound of two aramaic words, the first (aqra), which means the ruins, and the second (aqfa), which means columns and wood bars (Naif; Robson, 2014; Schipper, 2005).

Ziggurat Of Dor Kurikalzu (Aqarquf)

the ziggurat of korkyalzo was known in the sources as (e-gi-nir), which means the immaculate house (Gates, 2011), the ziggurat represents the sacred place in the beliefs of the inhabitants of Mesopotamia. in their view, it is considered the link between heaven and earth, so the sumerians called it (dur-an-ki), and the babylonians called it (kissi shami and arsit), which means the base of heaven and earth, means in the assyrian language (zkurato) any tower shamekh in height (Harun et al., 2018) it was built by king koralzu i (during the fourteenth century bc (Gansell, 2012) the ziggurat was built according to the architectural characteristics of the different Mesopotamian ziggurats mud, clay, bricks, sand, gravel, reeds and ropes were used in the construction of the ziggurat. the base of the ziggurat and all its parts are built of thick, well-made mud (32 x 32 x 10 cm), and the mud on its southern, western and northwestern sides has been burnt until it turns red the kashins used some special methods in the quality of building the ziggurat, including layers of (pipes) and (reed mats) placed in the construction between each (8) or (9) distances of the brick, we also see large ropes braided from reeds pierced inside the building, and this leads to the stability of the building and its resistance to time (Carter, 2010) the aqraqouf tower is an important model of the towers listed in the Mesopotamian civilization, especially its lower base and the stairs of this base, the architecture on which it was built, this tower is considered an important link in the development of the ziggurats from the time of its beginning in the era of the third dynasty of ur, which consisted of three layers, such as the tower of ur and warka, and between its final form, which developed in the later eras, especially the famous tower of babel in the neo-babylonian era (6th century bc). ad) (Baqir, 1946)

The Second Topic

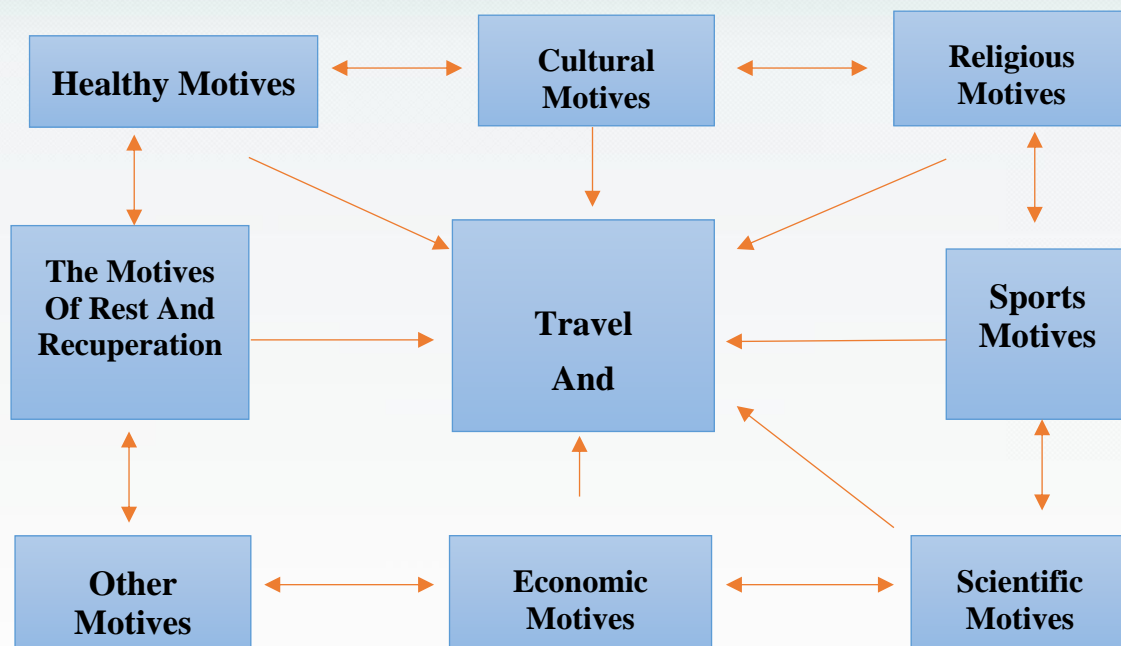
The Concept Of Tourism And Archaeological Tourism

Tourism History

the phenomenon of travel has been known since ancient times as a natural phenomenon that necessitates a person to move from one place to another for various reasons. the phenomenon of travel at the dawn of history was simple and primitive in its manifestations, causes, goals and means, then the developments of this simple phenomenon until it became in this age a science that studies and an activity that has its foundations, principles, rules and direct and indirect effects on the various affairs of life (Bazazo, 2014) and thus become many countries of the world is heading to the attention of tourism as an industry because of the importance of social, cultural, economic terms and build bridges of cooperation between the countries, so these countries increased attention to this vital and important sector of the aspects of development and the development of infrastructure and superstructure (Baqer, 1973) vtad certain tourism blending cultural and civilizational communication, which helps to formulate personal and reduce social distances between peoples and an indication of the renaissance and progress indicators (Ascalone & Frongia, 2007) many definitions have been used to describe tourism idiomatically, most of which refer to similar essential qualities despite their different conceptual framework, there was a significant difference about the possibility of a unified definition of the term called the "tourism" where he refers to theobald 1994theobald that it is very difficult to define accurately tourism, because its meaning differs for different individuals, and this is what reisinger emphasized, that it is very difficult to accurately define a clear and adequate explanation for tourism, because this concept is manifold, wide and multi-directional (Reisinger & Turner, 2012) in confirmation of mcintosh's 1995 opinion, it is assumed that all the various aspects of tourism should be taken into account with the rest of the various other activities, to understand how difficult it is to have a unified global definition of tourism, al-hiti defined tourism as an activity practiced by the individual with the intention of recreation and according to what suits his desire for a period exceeding one day that requires the overnight stay, such as visiting archaeological sites or staying in mountain areas, forests, sea coasts or deserts, as well as visiting holy sites that have religious significance. especially (Al-Maree & Hammoud, 2020) as for harrison's point of view, it is one of the most important industries of the modern era that contributes a large share of the development of the economies of countries as the locomotive of economic development for the developing countries because it is considered the oil of those who have no oil as support and the economy of those who do not have enough agriculture or industry. (Harrison, 2001)

Tourism Motives:there are different motives from person to person as people may intend to take a trip for a cultural or religious purpose , the reasons that motivate individuals to travel and trips to different parts of the world are many and varied, and that the decision to travel is the result of several economic, psychological and social factors that overlap with each other (there were several divisions, such as the spanish school classifications, which classified tourism into various types, as well as the austrian school classified it according to the purpose intended by the tourist, however, it is difficult to find an accurate classification of the scientific motives of tourism, where the types of tourism can be determined according to the motive intended by the tourist, as shown in figure.

The Figure (1) Shows The Motives Of Tourism

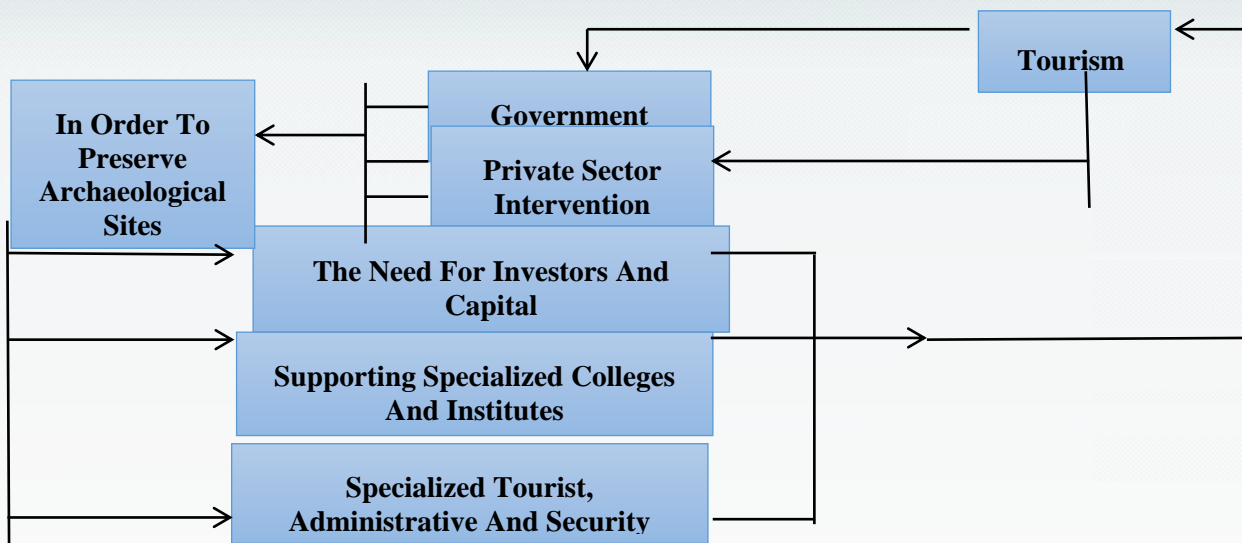


Source: Tawfiq, Maher Abdel Aziz, Tourism Industry, Zahran Publishing and Distribution House, Amman, 1997, p. 57.

The Concept Of Archaeological Tourism

Archaeological tourism is one of the types of public tourism that is a human movement or activity that has a very important role in the national economy, especially in countries that are rich in archaeological sites, The motive for visiting these aforementioned sites is more attractive than other motives for many tourists, and this was confirmed by the studies that were conducted, Because of its great impact on the hearts of tourists, many countries are keen to develop the skills and capabilities of tour guides And an emphasis on tourism education because of its vital and sensitive role, as it is considered a civilized interface that reflects the country's tourism and cultural capabilities, Tourists are in constant need of someone to explain to them the history of these monuments, which represent different civilizations, to know their historical origin, to correct the negative stereotype about archaeological sites in the minds of tourists, and to remove confusion about misconceptions about them (Meri, 2018) (Mahmoud, 2019: 670).

Archaeological tourism is defined as a type of tourism that is based on knowledge and mental pleasure, And see the cultures and civilizations and countries to visit the archaeological and historical areas, which includes temples, castles, forts, tombs, statues, museums and libraries Archaeological tourism is also known as traveling with a scientific purpose to visit monuments and historical monuments (Ahmed, 2014)(Al-Hamdan, 2011: 59). It is necessary to work on developing this type of tourism because of its direct and indirect impact on all economic sectors. Figure (2) shows the plan for developing archaeological tourism.

Figure (2) The development of archaeological tourism

Source: Alkafi, Mustafa Youssef, Introduction to Tourism and Hotel Sciences, Dar Al-Hamid for Publishing and Distribution, first edition, Amman, 2015, p. 62.

The third topic

Applied side

Through this topic, the researchers aim to document the results of the statistical analysis of the data they obtained, Through a survey of the opinions of a community consisting of (200) members of the community, About the search variables (architecture ziggurat and archaeological tourism) and its dimensions, Employing appropriate statistical methods and measures.

Believe Tool Measuring Search

The researchers used ready-made measures from previous studies, The researchers relied on two methods represented by the apparent validity and the confirmatory structural validity by confirming factor analysis, The validity test documents the efficiency and accuracy of the questionnaire's (40) items in representing the subject of the study in the best way, A study scale was adopted as a scale adapted for the independent variable, the high temples (ziggurats) and across (20) items, It was represented in four dimensions (religious tourism, the fame of the archaeological site, tourism services, advertising and cultural campaigns), As for the dependent variable archaeological tourism, the researchers adopted a study scale, which is concerned with measuring the dependent variable and through (20) paragraphs for four dimensions represented by (tourist awareness, historical tourism, events, security stability). In order to ensure the validity of the questionnaire to measure the main research variables represented in (high temples (ziggurats), and archaeological tourism), it was subjected to the following statistical tests:

Virtual Honesty To Identify

Most postgraduate students are familiar with the opinions of the arbitrators when constructing paragraphs, dimensions and variables of the questionnaire because of their long experience and high academic, scientific and practical experiences in the field of scientific research, With the aim of making the questionnaire, with its paragraphs, dimensions and variables, qualified to represent the subject of the study in the best way, As shown in Table (), which confirms the verification of apparent honesty in the paragraphs of the questionnaire, as it is noted from the following table.

A- The percentage of the professors' arbitrators' agreement on the sincerity of the clauses of the highest temples (the ziggurats) amounted to (90%), It is a high percentage documenting the

agreement of the arbitrators on (18) out of (20) paragraphs devoted to the upper temple (ziggurats) with its four independent dimensions (religious tourism, fame of the archaeological site, tourism services, advertising and cultural campaigns).

B - The percentage of the arbitrators' agreement on the veracity of the clauses of archaeological tourism amounted to (85%), which is a high percentage that shows the agreement of the arbitrators on (17) out of (20) clauses devoted to archaeological tourism.

The percentage of the professors' arbitrators' agreement on the sincerity of all the paragraphs of the questionnaire was recorded (87.5%), which is a high percentage that confirms the agreement of the teachers' arbitrators on (35) items out of (40) items.

Honesty constructivist affirmative

The researcher confirms by applying the confirmatory constructivist honesty method to the archaeological tourism paragraphs The five existing paragraphs within the first dimension represents a good representation of tourism awareness, The five paragraphs contained within the second dimension represents the best representation of historical tourism The five paragraphs contained within the third dimension represents the best representation of events The five paragraphs within the fourth dependent dimension represent the best representation of security stability.

The confirmatory structural validity test by confirmatory factor analysis also confirms that the four independent dimensions (religious tourism, archaeological site fame, tourism services, advertising and cultural campaigns) represent high temples (ziggurats) the best representation. And the four dependent dimensions of (tourist awareness, historical tourism, events, security stability) represent archaeological tourism the best representation especially that confirmatory factor analysis is used to ensure the availability of the condition of honesty in the paragraphs, dimensions and variables of the study in order to best represent the subject of the study.

The application of the confirmatory factor analysis method requires that the sample size be sufficient to apply this advanced statistical method To prove this, the researcher will benefit from the KMO scale, which will confirm that the sample size is sufficient to apply the confirmatory factor analysis when the value of the KMO scale is more than (0.500) (Tavakoli-Targhi, 1996)(Tighesa: 2012, 83). Otherwise, the confirmatory structural validity test cannot be applied by confirmatory factor analysis, which requires moving to the use of another method of validity tests for resolution. After applying the test, the outputs of the analysis confirm that the size of the studied sample is sufficient to apply the confirmatory factor analysis method with high efficiency, especially that the KMO scale values for the independent variable are high temples (ziggurats) And for the dependent variable, archaeological tourism had reached (0.807 and 0.701), respectively, and both were higher than (0.500), Thus, there is the possibility of applying the confirmatory factor analysis method to the data obtained from the answers of the researched sample, as documented in the following table (2).

Table (2)

Statistical test data {KMO}

Variables		Scale value KMO	Researcher comment
Independent	The Supreme temples (Ziggurats)	0.807	The statistical test data were significant, documenting that the population size is suitable for applying factor analysis to the study data with high efficiency.
Dependent	archaeological tourism	0.701	

KMO: Short for Scientists' { The Kaiser – Meyer – Olkin Measure }

Source: Prepared by the researcher according to the results of the SPSSV 25 program

Test The Stability Of Sincerity Of The Questionnaire

Table (3) shows that the value of the stability coefficient for all the vertebrae of the high temples (the ziggurats) reached (0.837). Which indicates the presence of high stability in the vertebrae of the high temples (ziggurats) due to the fact that the value of the stability coefficient was more than (0.700),). While the values of the stability coefficient for the independent dimensions (religious tourism, archaeological site fame, tourism services, advertising and cultural campaigns) were recorded (0.712, 0.811, 0.739, 0.802), respectively, and they are all greater than (0.700) .

Table (11) also documents that the value of the stability coefficient for all archaeological tourism items was recorded (0.861), which is more than (0.700). This confirms the existence of high stability in the archaeological tourism paragraphs. The values of the stability coefficient of the dependent dimensions (tourist awareness, historical tourism, events, security stability) were recorded (0.782, 0.717, 0.854, 0.719), respectively, which are all greater than (0.700)

Second: descriptive analysis of the study variables

Table (4) indicates that the value of the weighted arithmetic mean of the Supreme temples (ziggurats) was recorded (4.078), which settled within the category between (3.4 to less than 4.2) in the matrix of response strength of the sample members, This confirms that the answer has tended towards agreement and with a high level of response And with a standard deviation of the Supreme temples (ziggurats) its value was (0.638), Which shows the homogeneity of the answers of the study sample regarding the paragraphs of the Supreme temples (ziggurats), While the relative importance of the Supreme temples (ziggurats) was recorded (81.55%), Which shows the agreement of most of the study sample on the paragraphs of the Supreme temples (ziggurats) From it, we conclude that tourists are noticeably interested in the Supreme temples (ziggurats) with their four independent dimensions (religious tourism, the fame of the archaeological site, tourism services, advertising and cultural campaigns). But the interest was somewhat similar, as shown in Table (1).

Table (1):

Level of significance of the independent variable The Supreme temples (ziggurats)

code	Variables	The weighted arithmetic mean (Weighted)	standard deviation	Relative importance %	The level of response of community members	sequence	
X ₁	the of Dimensions	Religious Tourism	4.248	0.598	84.96%	very high	first
X ₂		The Fame Of The Archaeological Site	3.806	0.586	76.12%	High	Fourth
X ₃		Tourist Services Advertising	4.131	0.697	82.62%	High	Second
X ₄		And Cultural Campaigns	4.125	0.671	82.50%	High	Third
X	Supreme temples (Ziggurats)	4.078	0.638	81.55%		independent variable	

Source: Prepared by the researcher according to the results of the SPSSV 25 program

The response levels of the study sample were distributed on the dimensions of the Supreme temples (ziggurats), showing the highest level of response by the sample members achieved by the independent dimension of religious tourism among all the four independent dimensions, with

a weighted arithmetic mean of (4.248) and a standard deviation of (0.598), And the relative importance of it accounted for (84.96%), It is likely that most of the study sample agreed on the importance of religious tourism. While the table confirms that the independent dimension of the fame of the archaeological site achieved the lowest level of response among the dimensions of the Supreme temples (ziggurats), as the value of the weighted arithmetic mean for this independent dimension was (3.806), and the standard deviation of the fame of the archaeological site was (0.586), And the relative importance of (76.12%), to confirm this, the agreement of most of the study sample members that there is less interest on the part of tourists in the fame of the archaeological site compared to the rest of the independent dimensions, from the point of view of the study sample.

The Descriptive Analysis Of Archaeological Tourism

It is concluded from Table (5) that the value of the weighted arithmetic mean of archaeological tourism, which is the dependent variable, was recorded (4.136) and stable within the category (from 3.4 to less than 4.2), In the sample response strength matrix, This indicates that the response level of the sample members to most items of archaeological tourism tended towards agreement and at a high level. With a standard deviation of the dependent variable, its value was (0.691), Which shows the homogeneity of the answers of the study sample regarding the items of archaeological tourism, While the relative importance of archaeological tourism was recorded (82.71%), Which shows the agreement of most of the study sample members on the archaeological tourism paragraphs, From it, we conclude that the tourists are noticeably interested in archaeological tourism through (tourist awareness, historical tourism, events, security stability), but the interest was in close proportions, as shown in Table (2)

The levels of responses of the study sample to the dimensions of archaeological tourism were distributed among the highest level of response by the sample members achieved by historical tourism, The value of the weighted arithmetic mean of all historical tourism items was (4.278), and the standard deviation of the third dependent dimension was (0.587), The relative importance of (85.56%) confirms that most of the study sample members agree on the existence of a noticeable interest in historical tourism compared to the rest of the dimensions of the dependent variable, from the point of view of the study sample. And that security stability achieved the lowest level of response among the dimensions of archaeological tourism, And an arithmetic mean weighted reached (4.047) and the standard deviation of the awareness of tourism amounted to (0.763) The relative importance constituted (80.94%), which makes it likely that most of the study sample members agreed on the importance of security stability.

Table (2)

The level of importance of the dependent variable archaeological tourism

code	Variables	The weighted arithmetic mean (Weighted)	standard deviation	Relative importance %	The level of response of community members	sequence	
Y ₁	Dimensions of the dependent	Tourist awareness	4.152	0.68	83.05%	High	Second
Y ₂		historical tourism	4.278	0.587	85.56%	very high	first
Y ₃		Events	4.065	0.735	81.30%	High	Third
Y ₄		security stability	4.047	0.763	80.94%	High	Fourth
Y	archaeological tourism	4.136	0.691	82.71%	High	dependent variable	

Test Hypotheses Of The Effect Between The Study Variables

The Impact Of The Supreme Temples (Ziggurats) With Their Four Independent Dimensions In Archaeological Tourism

The researcher takes advantage of the coefficient of determination R^2 % (Coefficient Of Determination) in showing the percentage of interpretation of the Supreme temples (ziggurats) For changes in archaeological tourism, While the researcher relies on the data of the statistical program AMOS V25 and the method of simple linear regression analysis and (F-TEST) test to prove the acceptance or rejection of the hypotheses of the influence of the Supreme temples (ziggurats) with their four independent dimensions in archaeological tourism, The effect hypothesis is accepted when the probability value corresponding to the calculated F value is less than the significance level (0.05), Also, the calculated F value is greater than its tabular counterparts of (3.9201), i.e. the hypothesis is accepted by (95%), At this stage of the analysis, the researcher focuses on testing the following hypotheses:

Main hypothesis

There is a significant effect is statistically significant the Supreme temples (ziggurats) in archaeological tourism, from which four secondary hypotheses emerge as follows:

1. There is a significant effect statistically significant religious tourism in archaeological tourism.
- 2- There is a significant and statistically significant effect of the fame of the archaeological site on archaeological tourism.
- 3- There is a significant and statistically significant effect of tourism services on archaeological tourism.
- 4- There is a significant and statistically significant effect of advertising and cultural campaigns on archaeological tourism.

The results of the statistical analysis to test the hypotheses of the impact of the Supreme temples (ziggurats) with their four independent dimensions on the dependent variable represented by archaeological tourism as follows:

The Impact Of Religious Tourism On Archaeological Tourism

Table (6) displays the acceptance of the first secondary hypothesis that (there is a significant and statistically significant effect of religious tourism on archaeological tourism) emanating from the second main hypothesis with a confidence rate of (95%),

The calculated F value was (161.272), which is significant, While the value of the coefficient of determination was (44.9%), which indicates the percentage of religious tourism's interpretation of the variable that expresses archaeological tourism.

The Impact Of The Fame Of The Archaeological Site On Archaeological Tourism.

Table (6) specifies the acceptance of the second secondary hypothesis that (there is a significant effect with a statistical significance for the fame of the archaeological site in archaeological tourism) emanating from the second main hypothesis with a confidence rate of (95%), The calculated F value was (108.862), which is significant, The value of the coefficient of determination was (35.5%), which indicates the percentage of interpretation of the popularity of the archaeological site for the variable that expresses archaeological tourism.

The Impact Of Tourism Services On Archaeological Tourism.

Table (6) documents the acceptance of the third secondary hypothesis that (there is a significant and statistically significant effect of tourism services in archaeological tourism) emanating from the second main hypothesis with a confidence rate of (95%), The calculated F value was (150.819), which is significant, While the value of the coefficient of determination was (43.2%), to show the percentage of interpretation of tourism services for the variable that expresses archaeological tourism.

The Impact Of Advertising And Cultural Campaigns On Archaeological Tourism.

Table (6) specifies the acceptance of the fourth secondary hypothesis that (there is a significant effect of statistical significance for advertising and cultural campaigns in archaeological tourism) emanating from the second main hypothesis with a confidence rate of (95%), The calculated F value was (116,633) which is significant, And the value of the coefficient of determination was (37.1%), which indicates the percentage of interpretation of advertising and cultural campaigns for the variable that expresses archaeological tourism.

Benefits Of Employing The Supreme Temples (Ziggurats) As Tourism

Just as Egypt is famous for its pyramids, Iraq is also famous for its Supreme Temples (ziggurats), but unfortunately these ziggurats, with their historical and cultural depth, are neglected to a very large degree, It is necessary to work hard by the state, the institutions directly responsible, and even the citizens, to preserve these archaeological sites, Which represents an identity for Iraq and is a purely tourist attraction that should be invested and developed all the elements of attraction in it in order to attract tourists to it and work to encourage private investment and provide the appropriate investment environment in order to develop, These places, whether it is the ziggurat of Aqarquf or Ur ziggurat in Nasiriyah or the ziggurat of Ashur and other ziggurats spread in Iraq, the development of these archaeological sites will make them a stop for all tourists, and this will encourage tourism companies operating in Iraq to establish tourist programs on a continuous and weekly basis to these ziggurats to encourage people to exploit Weekend and participate in these tourism programs, And that the positive effects of tourism, as we mentioned, are not limited to travel and tourism agencies, tour operators, hotels, housing units and restaurants, but extends to a large number of economic activities stimulated by tourism activity, such as air, land and sea ports, airlines, car rental companies, land public transport, shops, crafts owners and industries. Many of the traditional overlapping industries with tourism activity.

The first expenditure that a tourist starts when planning a tourist trip to any country is to book a flight ticket to that country, After booking the ticket, the tourist office that booked this ticket has made profits from this trip, and then the tourist will search for accommodation in a specific hotel. In this case, the benefit will be for the tourist office, which will contact the hotel and secure the hotel reservation, When the tourist arrives at the airport of the destination country, he will definitely look for tourist trips and tours, and he will spend money to participate in these tourism programs, If we thought that this traveler came to Iraq, specifically in Baghdad, and heard about the ziggurat of Aqoqoof, and wanted to go to visit it, how many destinations would profit from this visit, the company that insures this trip, as well as the driver of the car, as well as the gas station on the road, as well as the shops within the tourist site, as well as the existing restaurant Within this site, the tourist will certainly buy some souvenirs and collectibles that represent a miniature model of the ziggurat. These are all direct effects of tourist activity go to more than one hand has provided this service to tourists this in relation to the direct effects.

As for the indirect effects of tourism, this tourist, who booked in the tourism company and the hotel and made tours and visited historical and archaeological sites, has saved a lot of money, For example, the tourist company that booked the ticket definitely bought the computers and this generated material income for the company that sold this computer and the restaurant as well. It certainly bought food and agricultural materials, and this generated material income for the owners of these materials, As well as the banking companies, surely the tourist exchanged his money into the country's currency, as well as the owners of printing presses and advertising. The hotel and the tourism company used posters to publicize and advertise their services, Even at the governmental level, this tourist, before his arrival in the destination country, requested an entry visa (VISA) in order to enter the territory of the country, and this has a financial return for the treasury of countries.

Components Of A Business Plan

In order for the action plan to succeed and achieve the required results in the development of national tourism in an impressive manner, a set of components must be available for the plan to

work on. These components are as follows: -

A - A general strategy for tourism development: The strategic plan is required for all levels. It is required at the individual level, at the institution level, and at the state level as well. The first thing to develop a tourism development plan is to analyze the reality we are and where is the level of tourism in the world now, A comprehensive analysis of the reality of all tourist sites is necessary, and then determine where to go, which goals are to be achieved.

A- A strategy to develop the antiquities and museums sector.

B- Exhibitions and conferences strategy: conducting exhibitions and conferences throughout the year and encouraging research and studies related to tourism studies for the participation of researchers in these conferences and for all countries. These conferences will serve as a definition of Iraq's archaeological sites.

C- The strategy of hiring specialized manpower.

D- Report and workshops: making periodic reports on performance levels in all tourism sectors, evaluating and rewarding the distinguished ones, holding workshops and courses for all workers and training them to work, despite the occupation of technological development in all areas, which worked to dispense with the human element, But the situation is different in the tourism sector. In tourism, human capital has an important role, as the human element in tourism organizations cannot be dispensed with, regardless of the scale of technological developments, because a tourist activity deals with humans, who by their nature needs to be courted and courteous in dealing, and technology is devoid of feelings that the guest needs when providing the service.

E- Gap analysis: It is intended to analyze strengths and weaknesses in the short and long term. This is a basic requirement for every country and not an optional requirement.

F- Creating the impression of tourism: drawing a good, true and correct picture of the country as a tourist country that serves the tourist with all his needs and working to correct this image and always put it in the right framework, and creating an impression can only be achieved by fulfilling all the elements and conditions we mentioned earlier.

Conclusions

1. Through the theoretical study and the field study, the researcher found that it is possible to practice two types of tourism in the ziggurat area of Aqarquf, which is represented by archaeological tourism through the monuments on the site, as well as natural tourism near the ziggurat site to an agricultural area characterized by green spaces and orchards.
2. The lack of services in the archaeological sites in the ziggurat of Aqarquf and the rest of the archaeological areas that must be available in these places and are considered necessary by the tourists who frequent these archaeological sites.
3. Despite the legislation and laws issued that serve the Iraqi tourism sector, in reality there is no application of these legislation and laws that are in the interest of this sector.
4. The effects of Iraq in general and ziggurats are particularly classified relics globally important because it speaks of ancient civilizations originated in Mesopotamia.
5. There is no continuous follow-up to the Ziggurat Aqarquf site, as the last maintenance and restoration of the site was in 2013 AD when the decrees of Baghdad, the capital of Arab culture, were established. After this date, no maintenance operations were carried out for the site.
6. The lack of food services inside the archaeological site of Ziggurat Aqarquf, where there is no restaurant or cafeteria, and there is no simple shop to sell drinking water, and this leaves a negative impact on the tourist about his decision to repeat the visit.
7. The presence of bushes and other plants on the side of the road leading to the ziggurat site and also inside the archaeological site in large quantities, it must be treated.
8. Through the field visit to the archaeological site, we found only one indicative sign, which is not at the required level to show the importance and history of this archaeological sit.
9. Ziggurats in general live in Iraq in complete isolation from the media and tourism from the world, and this was also noticed through the inquiries of many members of the sample about what a ziggurat is and how it is.
10. Not holding events and activities in archaeological sites, as these activities shed light on these sites and attract many people to visit them.

11. The nature of society is not saturated with the tourist culture, and we notice this through random writings on the walls of archaeological sites.

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