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CULTURAL GLOBALIZATION OF TOURISM AND ITS IMPACT ON THE BEHAVIOR OF THE LOCAL COMMUNITY IN KARBALA GOVERNORATE

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ABSTRACT

The research aims to identify the extent of the impact of cultural globalization of tourism on the behavior of the local community in Karbala Governorate. It underscores the importance of knowledge exchange as a key strategy in addressing the challenges posed by cultural globalization. The study assumed a positive and significant impact relationship of cultural globalization of tourism on the behavior of the local community. To achieve its objectives, a questionnaire was designed that included (17) paragraphs to collect data from the research sample of (75) individuals. The descriptive analytical approach was adopted when the data was collected. Hypotheses were tested using a set of statistical methods with the help of the statistical program (SPSS. V.23). After conducting the statistical analysis; the research concluded that there is a significant statistical correlation between the cognitive dimension and the behavior of the local community, and accordingly, there is an impact. The most important recommendation was to work on exchanging ideas, opinions, information, and experiences to increase knowledge of the importance of tourism and its development. This call for knowledge exchange invites the audience to be part of the solution, fostering a sense of engagement and shared responsibility.

KEYWORDS

Globalization, tourism culture, local community.

INTRODUCTION



Today, the local community in Karbala Governorate faces a new phenomenon called "globalization." This phenomenon is characterized by the disappearance of geographical barriers and regional borders and the spread of cultures of nations and peoples to the local community. The study community finds itself in an era in which the world is transformed into a small global city with virtual relationships, in which modern technology and tools work to facilitate the flow of multiple cultures, especially in light of communications and information technology and the dominance of Western countries. This allows them to control the desires and needs of individuals, their behavior patterns, and ways of life and subject them to the standards of Western culture. It is known that the researched community has a cultural affiliation and privacy that distinguishes it from other communities. However, the cultural globalization of tourism also carries potential threats that may be unacceptable and threaten the cultural constants and civilizational specificities of tourism for the local community, whether at the level of customs, traditions, or noble norms. This emphasis on potential threats aims to raise awareness and concern among the audience, fostering a sense of urgency and the need for action.

The First Axis

METHODOLOGY

This axis reviews the basic steps of the current research methodology according to the following paragraphs:-

First, the research problem is that the relationship between globalization and tourism culture in the local community in Karbala Governorate has emerged as a significant issue. This community, amidst diverse cultures, is at a juncture where understanding the potential benefits and risks is crucial. This understanding can provide insights into the behavior of the community and the guests, thereby enhancing our comprehension of tourism culture. The central problem we aim to address is: How does the cultural globalization of tourism impact the behavior of the local community in Karbala Governorate?

Second: Research objectives: The research aims to achieve the following:-

1. Test the extent of the impact of cultural globalization of tourism on the behavior of the local community being studied.
2. Test the nature of the relationship between the cultural globalization of tourism and the behavior of the local community being studied.

Third: The importance of the research: The importance of the study is represented by the following:-

1. Determining the nature of the relationship and impact between the essential variables and the extent



of their effect on the behavior of the community being studied.

2. Research the latest developments while focusing on the essential ideas related to the current variables (cultural globalization of tourism, local community behavior). This research is not just about

understanding the past and present but also about preparing for the future. Fourth: The hypothetical research model: A hypothetical research model was designed as in Figure (1), which indicates the (relationship and influence) between the cultural globalization of tourism and the behavior of the local community in Karbala Governorate.

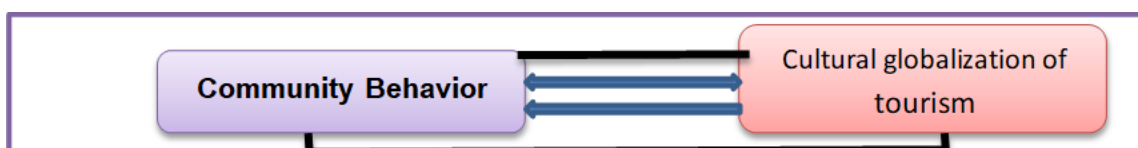


Figure (1) Hypothetical diagram (prepared by the researcher) Influence and correlation relationship

Fifth: Research hypotheses: -

First central hypothesis: There is a significant correlation between the combined dimensions of cultural globalization of tourism and the combined dimensions of local community behavior in the research area.

Second central hypothesis: There is a significant correlation between the combined dimensions of cultural globalization of tourism and the combined dimensions of local community behavior in the research area.

Sixth: Research methodology: The researcher relied on the descriptive and analytical approaches in writing the theoretical aspect of the research and in describing the

research community and sample, in addition to determining (the correlation and influence relationship) between cultural globalization of tourism and local community behavior adopted in the research.

Seventh: Research boundaries: They are represented by the following: -

1. Time boundaries: The research period was determined as (2/25/2024-9/20/2023).
2. Spatial boundaries: The holy Karbala Governorate represents the spatial boundaries.
3. Human boundaries: The study was applied to the local community in Karbala Governorate.

Second axis (theoretical framework of the research)



Introduction:

The data of this topic aims to present a conceptual framework by presenting the most important intellectual foundations of the study topic, which are represented by the main variables): globalization of tourism culture and the behavior of the local community), as each of these topics was addressed in detail in a way that enhances their understanding and comprehension and achieves what the study aspires to in its practical aspect of testing the main variables and the relationships that link them together.

First: Cultural globalization of tourism (concept - dimensions):-

1. The concept of cultural globalization of tourism: The scientific definitions of cultural globalization of tourism differ according to the writers and researchers and their orientations, and before addressing the definition of tourism culture, it is necessary to identify the two parts of the term, which are (globalization and culture) in terms of concept. The most common definition of globalization is that of (Robertson), who saw that globalization is the historical trend towards the shrinkage of the world and the increasing awareness of individuals and societies of this shrinkage, i.e., the convergence of distances and cultures and the interconnectedness of countries and societies and their awareness of this convergence (Al-Mansour, 2009: 562). (Marshall McLuhan) defined globalization

as meaning the tremendous technical and technological progress of means of communication and its impact in transforming the world into a small village (Al-Jabouri, 2012: 16). As for (culture), (Edward Taylor) defines it as the complex whole that includes knowledge, values, beliefs, arts, morals, laws, customs, and all other capabilities and habits that the individual acquires as a member of society, as well as all inventions and innovations that the individual has created on earth (Conrad, 2002: 268). This definition gives a significant and vital picture of culture. (John Tomlinson, 2008: 9) notes that globalization and culture are two concepts characterized by the highest levels of generality, and each has fundamental importance for the other. (Al-Malik, 2016: 117) It adds that cultural globalization originates from social, political, economic, and moral globalization. Culture prepares minds and souls to accept these other types of globalization and prepares individuals to join international systems, organizations, and agreements. Culture is considered an essential element in every individual, every society, and every nation, including different beliefs and traditions, arts, literature, and human rights. (Mallas, 2022: 604) defines tourism culture as how to deal with tourists and visitors to cities and countries. Judge, 2009, P: 117 & Robbins indicate that the globalization of tourism culture is the behaviors or controls followed by the individual or society as a whole, and each society has a culture that distinguishes it from other societies. Every society is



proud of its intellectual and cultural heritage, which includes knowledge, beliefs, and arts... This culture increases with the growth of civilization and declines when society lags. Culture aims to correct behavior. Accordingly, the Internet can be defined "procedurally" as (the individual's possession of a certain amount of knowledge, information, spiritual values, and skills that represent, in their entirety, an appropriate context for him to adopt rational tourism behavior toward all tourist attractions, their aspects, and characteristics). 2. Dimensions of cultural globalization for tourism: Cultural globalization takes many dimensions and forms, especially since it is a diverse phenomenon, has a new dimension with each case, and adapts to different international situations. It is a product of the trend, old capitalism, and the engine of new capitalism and its scientific, technological, media, and advertising developments. Here, we will focus on the most important dimensions of cultural globalization of tourism, which are as follows (Al-Ubaidi, 2022: 356).

A. Cognitive dimension: Cultural tourism is linked to the cognitive aspect because knowledge and concepts are the basis of science and research. This aspect includes the definition of tourism, its concept, its importance to the national economy, tourist attractions, the importance of domestic tourism, the tourism industry, tourism planning, and the future of tourism in the country (Al-Raq, 2017: 80). The local

community in Karbala Governorate has cultural patterns of tourism that differ from other countries, which are evident through the "dominant language," religion, education system, values and trends, markets for some skills and products, etc. B. Emotional dimension: This dimension describes the desired positive behaviors towards tourism and tourists to contribute effectively to the development of tourism and find solutions to develop the tourism industry and overcome the problems it faces (Ajeel, 2019: 100). The Karbala community can be described as a group of individuals who share a common culture, represented by (law, taboos, prevalent customs, different traditions, etc.).

C. The skill dimension (Kraft, 2016: 8) explains that skills are the characteristics that can be developed and formed over time. The skill dimension focuses on building essential capabilities that must be done through the culture that individuals enjoy. These capabilities must also be part of their thinking, feeling, and belief so that individuals accept them, i.e., focusing on the deep beliefs in individuals so that they are received (Hellriegel & Slocum, 2011: 17).

Second: Local community behavior ((concept - dimensions)).

1. The concept of local community behavior: Researchers have dealt with many local community ideas. Perhaps the most common definition is that the



local community is a group of individuals who live in a specific geographical area and participate in a variety of activities, such as political and economic activities, and are united by a unified fabric and common values prevail among them They belong to it (Abdul Salam, 2022: 89). (Redfield) considered that the local community "has four specific characteristics or components: distinction, small size, self-sufficiency, and population homogeneity (Lounisi, 2021: 69).

2. The impact of tourism culture on the behavior of the local community: There are two types of effects of tourism culture on the behavior of the local community, which are (Dabbas, 1993: 712-722), (2001: 25, Bali): -

A. The positive cultural effects of tourism on the behavior of the local community:

- Raising the cultural and civilizational level: Continuous interaction in the destination area helps raise the cultural level of the local population, thus creating a broad base of educated residents who can interact culturally with foreign tourists.

- Developing cultural convergence and cultural understanding between the host community: Cultural convergence refers to the development of similar cultural traits in two or more cultures through diffusion, or what is called cultural parallelism, which refers to cultural characteristics in two separate geographical areas that arose separately or

independently, so that they tend to achieve a relatively high degree of similarity and homogeneity.

Highlighting the different patterns of society: that is, taking advantage of the unique cultural characteristics, whether food habits, clothing, or simple housing, can attract some tourists who tend towards traditional tourism and want to get to know the Western way of life.

Acquiring foreign languages: Language is a means of communication in society, and it is part of the cultural and social components of any society. It contributes to the learning of foreign languages by a large number of local residents through daily interactions and dealings with tourists.

- Supporting cultural exchange: Tourism helps to promote cultural exchange and increase the process of cultural exchange and civilizational exchange between tourists and hosts and the subsequent process of quoting and borrowing tangible and intangible cultural characteristics, as well as through mutual understanding and interaction and the desire to exchange, dialogue and exchange ideas, opinions, information, and experiences.

Preserving the cultural and historical heritage: Tourism helps preserve the historical and cultural heritage of different countries by preserving archaeological remains and architectural styles that define certain periods of history and culture. It is a tourist attraction.



B. Negative cultural impacts of tourism on the behavior of the local community (Abdul Qader, 2022: 59):

- Cultural imitation of host community individuals: The imitation factor hurts host communities as residents imitate tourists in many things, including food, clothing, strange customs, and speaking.

- The impact of the host community's civilizational, cultural, and archaeological centers: Due to the influx of tourists to the natural landscapes and archaeological sites, their numbers cannot be controlled, and no one monitors them. These spaces can be changed by painting or destruction.

- Cultural collision: Tourism sometimes leads to a cultural collision between the tourist and the citizens of the host country, and a kind of cultural collision or hostile confrontation between the two cultures occurs.

- Use of modern technology: Technology affects the desire of local people to maintain traditional lifestyles because these regions or countries do not control technology, and this leads to the invasion of technological culture.

- The second section (practical aspect)

- Introduction: The research hypotheses were presented in the form of questions, and to verify the validity of the hypothetical research plan relationships, the sample was chosen from (the local population of

the Karbala city community) as part of the research community to verify the validity of the assumptions or not, and the tools and methods used to collect and analyze data were determined, as shown in the following paragraphs: -

- First: The research site, Karbala City, was strategically chosen for its significance in cultural studies and alignment with the research objectives. This location provided a unique opportunity to test the research variables with the approved measures.

- Second, the research community, representing the local population of Karbala city, was targeted. A total of 75 questionnaires were methodically distributed to the researched sample, marked by them, and then retrieved and unpacked in a manner that served the research project, demonstrating the meticulous care taken in the data collection process.

- Third: Tools used in data collection:

- 1. Questionnaire: A set of interconnected questions was identified to achieve the goal sought by the research within the framework of the selected problem. The questionnaire was adopted to collect data for analysis and obtain information and numerical results to measure the research variables, using and adopting a set of scales after they were arranged and prepared according to the requirements and trends of the research, where the five-point scale was adopted for that, as shown in the appendix.



- Questionnaire Description: The questionnaire, considered the primary source for measuring and analyzing questions and hypotheses, was designed to detail the cultural globalization of tourism in the local community of the city of Karbala. It was divided into sections, each serving a specific purpose.

- The first section included the identifying information for the research sample (social gender, social environment, age group, educational attainment).

- The second section contains (9) paragraphs expressing the independent variable (cultural globalization of tourism). It includes (3) dimensions: the first dimension (cognitive dimension), the second dimension (emotional dimension), and the third dimension (skill dimension), each of which includes (3) paragraphs.

- The third section contains (8) paragraphs expressing the dependent variable (local community behavior), for a total of (17) paragraphs. The program (23) (SPSS v) will test their validity and reliability.-

Table (1) Research variables and their sub-dimensions

Search variables		Number of paragraphs
X1	Cognitive dimension	3
X2	Emotional dimension	3
X3	Skill dimension	3
X	Cultural globalization of tourism	9
Y	Community Behavior	8
All questionnaire items		17

Source: Prepared by the researcher in light of the research variables



2. Methods of describing and analyzing data: Various statistical means and methods are used to obtain results during the research, through which hypotheses are tested to understand the problems and answer the questions raised in the study via the application (SPSS v23) and among these statistical methods are the following: (frequency distribution, graphic forms,

percentages, weighted arithmetic mean, standard deviation, relative importance (response intensity), Spearman's rank correlation coefficient, Pearson's simple correlation coefficient, simple linear regression coefficient, multiple regression coefficient, coefficient of determination R², F-test.

Table (2) Correlation Coefficient Values

Correlation coefficient value	Interpretation
$t = 1$	Full connection
$0.5 < = t < 1$	Strong correlation
$0.3 < = t < 0.5$	Medium correlation
$0 < t < 0.3$	Weak link
$t = 0$	No link

Fourth: Testing Honesty and Reliability

1. Test the apparent validity of the questionnaire: It means the ability of the questionnaire to express the goal for which it was designed or that the questionnaire measures what was developed to measure it and reflects the content to be measured according to its relative weights and that the question or phrase in the questionnaire measures what the research is supposed to measure. There are several methods. The easiest is the honesty of arbitrators specialized in the field of the phenomenon in question,

as it was presented to several arbitrators, and some paragraphs were corrected and modified after taking their opinion about the dimension we measure or not.

2. Stability of the resolution: It is the achievement of tools and measures positive results and give the same results if reapplied several times in a row and if the researchers repeat the measurement to get the same results and to ensure the stability of those estimates are re-tested members of the research sample at different times to give the same results, has been



calculated stability in a way (coefficient alpha Kornbach Alpha – Cronbach) This coefficient is used when we want to measure the stability of the estimates that we get from tests or questionnaires (or axes), which measure a subject that assumes homogeneity of its vocabulary, and to extract stability

according to this method has been applied equation (Alpha Kornbach Alpha – Cronbach). The value of the stability coefficient must be more significant (0.60) to accept the stability of the questionnaire and pass it on to the entire sample.

Table (3) Stability coefficient values and interpretation of their significance

The value of the stability coefficient	Interpretation
0.90 - and above	Excellent stability
0.80 - 0.89	Very good stability
0.70 - 0.79	Good stability (this is what is achieved for most tests)
0.50- 0.69	Low stability (needs revision)
0.49 or less	Poor stability (the test does not contribute to the relationship)

Source: (Mahfouz, 2010: 25).

If the stability coefficient is (0.70) or more, this means that this is suitable for research and studies in which

the questionnaire is an approved tool, and the results are in Table (4) as follows:

Table (4) Stability Test Results



Search variables		The value of the Cronbach coefficient Cronbach,s Alpha	Interpretation
X1	Cognitive dimension	0.973	(pass the test) the presence of stability in the paragraphs of the first dimension
X2	Emotional dimension	0.970	(pass the test) the presence of stability in the paragraphs of the second dimension
X3	Skill dimension	0.972	(Pass the test) the presence of stability in the paragraphs of the third dimension
X	Cultural globalization of tourism	0.991	(Pass the test) the presence of stability in the paragraphs of the independent variable
Y	Community behavior	0.987	(Pass the test) the presence of stability in the paragraphs of the dependent variable



All paragraphs of the questionnaire	0.995	(Pass the test) the presence of stability in the overall paragraphs of the questionnaire
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Source: Prepared by the researcher according to the program's results (SPSS V 23)).

Fifth: Descriptive analysis of the members of the research sample: Table (5) shows the identifying information of the individuals of the sample surveyed,

which included variables (gender, age group, academic qualification), summarized as follows:

Table (5) Description of the members of the research sample

Variables	Target Audience	Number	Rate %
Gender	Male	51	68%
	Female	24	32%
Total		75	%100
Social milieu	To watch	61	81.33%
	Countryside	14	18.67%
Total		75	%100
Age Group	Less than 19 years old	4	5.33%
	19-30 years	31	41.33%



	31-40 years	22	29.33%
	41-50 years	11	14.68%
	51 years and above	7	9.33%
Total		75	%100
Qualification	Primary	8	10.67%
	Intermediate or middle school	17	22.67%
	Diploma or less	12	16%
	Bachelor	32	42.66 %
	Higher degree	6	8%
Total		75	%100

Source: Prepared by the researcher based on the results of the SPSS V23 program

Sixth: The importance of research variables (cultural globalization of tourism) and (local community behavior):-

This paragraph refers to the answers of the sample members, numbering (75) individuals, about the contents of the questionnaire questions related to the

independent variable (cultural globalization of tourism) and its dimensions and the dependent variable (local community behavior), where tables were adopted that show the directions of the sample answers for each paragraph, as the arithmetic means, standard deviation and relative importance were used and according to the answer strength matrix.



Source: Prepared by the researcher based on the results of the SPSS V23 program

Answer	Weighted average in weights	Level
Strongly disagree	From 1 to 1.79	low
I don't agree	From 1.80 to 2.59	
neutral	From 2.60 to 3.39	medium
I agree	From 3.40 to 4.19	High
I strongly agree	From 4.2 to 5	

Source: (Barakat: 2013:P13)

1. Cultural globalization of tourism: The research questionnaire in its axis for measuring cultural globalization of tourism included (9) questions distributed over (3) dimensions to find the availability of the elements of cultural globalization for tourism and the results of the sample answers to the axes were as follows:

a. The cognitive dimension: The value of relative importance (77.25%), which is a high percentage

confirms the agreement of the research sample on most of the paragraphs of this axis, where the arithmetic mean of this axis was recorded (3.86), which is located within the period (3.40 to 4.19), and this means that the responses of the sample are heading towards agreement, and a standard deviation (1.15), which indicates the homogeneity of the answers regarding the (cognitive dimension) as in Table (7).

Table (7) Description of the sample answers to the paragraphs of the first dimension (the cognitive dimension) of the variable of cultural globalization of tourism

Dimensions		Paragraphs										Arithmetic mean	Standard deviation	Materiality %
		1	2	3	4	5								
		Sample answers and percentages												
		f	%	f	%	f	%	f	%	f	%			
X ₁ Cognitive dimension	Q1	4	5.3	7	9.3	3	4	39	52	22	29.3	3.91	1.093	78.08
	Q2	4	5.3	6	8	5	6.7	27	36	33	44	4.05	1.150	81.08
	Q3	5	6.7	8	10.7	18	24	23	30.7	21	28	3.63	1.194	72.58
		Total										3.86	1.15	77.25

Source: Prepared by the researcher based on the results of the SPSS V 23 program

The importance levels of the paragraphs of the cognitive dimension were distributed between the highest level of response achieved by paragraph (Q2) with an arithmetic mean of (4.05) a standard deviation of (1.150), and a relative importance of (81.08%), confirming the agreement of most members of the research sample on this paragraph, which states (that tourism contributes, according to its type, to supporting the national economy), while paragraph (Q3)) achieved the lowest level of response among the paragraphs of the cognitive dimension, as its arithmetic mean value was (3.63) and the standard deviation was recorded (1.194), and a relative importance of (72.58%), confirming the agreement of

some members of the research sample on (ideas, opinions, information and experiences are exchanged).

B- Emotional dimension: The value of relative importance (78.25%), which is a high percentage that confirms the agreement of the research sample on most of the paragraphs of this axis, where the arithmetic mean of this axis was recorded (3.91), which is located within the period (from 3.40 to 4.19), and this means that the responses of the sample are heading towards agreement, and a standard deviation (1.175), which indicates the homogeneity of the answers regarding the (emotional dimension) as in Table (8).



Table (8) Description of the sample answers to the paragraphs of the second dimension (the emotional dimension) of the variable of cultural globalization of tourism

Dimensions		Paragraphs										Arithmetic mean	Standard deviation	Materiality %	
		1	2	3	4	5									
		Sample answers and percentages													
		f	%	f	%	f	%	f	%	f	%				
X ₂ Emotional dimension	Q4	6	8	9	12	7	9.3	36	48	17	22.7	3.65	1.191	73.08	
	Q5	3	4	4	5.3	7	9.3	20	26.7	41	54.7	4.23	1.085	84.56	
	Q6	7	9.3	6	8	4	5.3	32	42.7	26	34.7	3.85	1.249	77.1	
Total												3.91	1.175	78.25	

Source: Prepared by the researcher based on the results of the program SPSS V23

The levels of importance of the paragraphs of the (emotional dimension) dimension were distributed between the highest level of response achieved by paragraph (Q5) with an arithmetic mean value of (4.23) and a standard deviation of (4.23) and relative importance of (84.56%), confirming that most of the research sample members agreed on this paragraph, which suggests that (tourism reflects the individual's adherence to and pride in his heritage, traditions, and identity). In contrast, paragraph (Q4) achieved the

lowest level of response among the paragraphs of (emotional dimension), as its arithmetic mean value was (3.65). The standard deviation was recorded (1.1911.191), and the relative importance was (73.08%), confirming that the research sample members agreed that (domestic tourism contributes to reflecting the positive state in daily life). T- Skill dimension: The relative importance value reached (74.87%), which is a high percentage that confirms the research sample's agreement on most of the paragraphs of this axis, as



the arithmetic mean for this axis was recorded as (3.74), which falls within the period (3.40 to 4.19). This means that the sample’s answers are strongly inclined

towards agreement, and a standard deviation of (1.20) indicates the extent of homogeneity of the answers regarding (the skill dimension), as in Table (9).

Table (9) Description of the sample’s answers to the paragraphs of the third dimension (the skill dimension) of the cultural globalization variable of tourism

Dimensions		Paragraphs										Arithmetic mean	Standard deviation	Relative importance %										
		1	2	3	4	5																		
		Sample answers and percentages																						
		f	%	f	%	f	%	f	%	f	%				f	%								
X3 Skill dimension	Q7	5	6.7	4	5.3	7	9.3	23	30.7	36	48	4.08	1.183	81.6										
	Q8	6	8	8	10.7	22	29.3	22	29.3	17	22.7	3.48	1.190	69.6										
	Q9	7	9.3	5	6.7	14	18.7	29	38.7	20	26.7	3.67	1.212	73.42										
Total												3.74	1.20	74.87										

Source: Prepared by the researcher based on the results of the program23 SPSS V

The levels of importance of the paragraphs of the (skill dimension) were distributed between the highest level of response achieved by paragraph (Q7) with an arithmetic mean value of (4.08) and a standard deviation of (1.183), and relative importance of (81.6%), which confirms the agreement of most members of

the research sample on this paragraph, which suggests (the possibility of learning foreign languages through daily interactions and dealings with tourists), while paragraph (Q8) achieved the lowest level of response among the paragraphs of (the skill dimension), as its arithmetic mean value reached (3.48). The standard



deviation was recorded (1.190), and the relative importance was (69.6%), which confirms the agreement of members of the research sample (that tourism constitutes an essential aspect in supporting skills and other products). Accordingly, it is clear from Table (10) that the weighted arithmetic mean value of the variable (cultural globalization of tourism) reached (3.84), which falls within the period (3.40 to 4.19), and

this means that the sample's answers are heading towards the agreement, with a standard deviation of (1.18), which indicates the degree of homogeneity in the research sample's answers regarding this variable. At the same time, the relative importance recorded (76.79%), which is a high percentage that confirms the research sample's agreement on most of the paragraphs on (cultural globalization of tourism).

Table (10) The level of importance of the independent variable (cultural globalization of tourism)

Symbol	Variables Cultural globalization of tourism	Weighted arithmetic mean	Standard deviation	Relative importance %	Sample response level	Arrangement
X1	X1 Cognitive dimension	3.86	1.15	77.25	high	First
X2	Affective dimension	3.91	1.175	78.25	high	Second
X3	Skill dimension	3.74	1.2	74.87	high	Third



X	Cultural globalization of tourism	3.84	1.18	76.79	high	Fourth
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SPSS V23 المصدر: اعداد الباحثة بالاعتماد على نتائج برنامج

To compare the axes of (cultural globalization of tourism) in terms of relative importance, it is noted that the axis of (emotional dimension) obtained the

highest level of relative importance at (78.25%), and the axis of (skill dimension) recorded the lowest level at (74.87%), as shown in Figure (1).

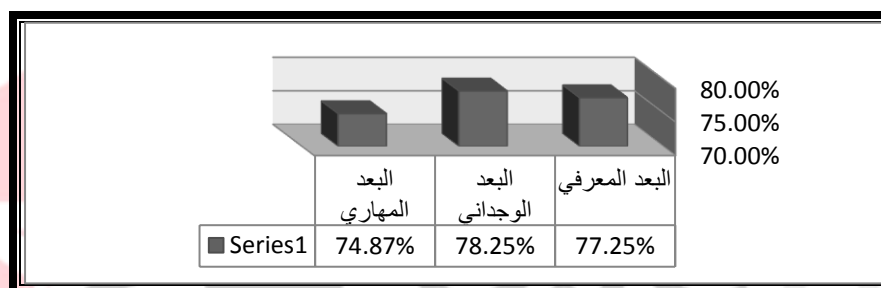


Figure (2) shows the relative importance of the axes of cultural globalization of tourism

tourism, the tourism industry, tourism planning, and the future of tourism in the country).

Measuring the level of importance, arithmetic mean, and standard deviation of the independent variable (cultural globalization of tourism) showed that the largest share of the answers of the research sample was (for the emotional dimension), and this indicates the importance of (the desired positive behaviors towards tourism and tourists, to contribute effectively to the development of tourism), then (the cognitive dimension), which is represented by (the concept of tourism, its importance to the national economy, tourist attractions, the importance of domestic

2: Local community behavior: The research questionnaire included in its axis for measuring the reduction of local community behavior (8) questions to find the extent of the availability of local community behavior among (the research sample), and the results of the sample's answers were as follows:

The relative importance value reached a high percentage of (77.80%), indicating a strong consensus among the research sample on most of the aspects of this axis. The arithmetic mean for this axis was



recorded at (3.89), falling within the period (3.40 to 4.19), which further confirms the sample's agreement. The standard deviation of (0.67) indicates the extent of

homogeneity of the answers regarding local community behavior, as shown in Table (11)

Table (11) Description of the sample's answers to the paragraphs of the dependent variable (local community behavior

Dimension		Paragraphs										Arrangement	Standard deviation	Relative importance %
		1		2		3		4		5				
		Sample answers and percentages												
		f	%	f	%	f	%	f	%	f	%			
Y Local communit y behavior	Q1 0	6	8	3	4	9	12	2	4	3	44	4.00	1.208	80
	Q1 1	3	4	4	5.	3	4	3	49.	2	37.	4.11	0.994	82.06
	Q1 2	8	10.	6	8	9	12	2	38.	2	30.	3.71	1.282	74.2
	Q1 3	3	4	5	6.	6	8	2	33.	3	48	4.15	1.087	82.92
	Q1 4	1	14.	9	12	4	5.3	2	26.	3	41.	3.68	1.481	73.58



Q1	4	5.3	3	4	1	18.	3	46.	1	25.	3.83	1.032	76.54
5					4	7	5	7	9	3			
Q1	8	10.	6	8	7	9.3	2	29.	3	42.	3.85	1.343	77.06
6		7					2	3	2	7			
Q1	4	5.3	9	12	8	10.	3	41.	2	30.	3.80	1.162	76.02
7						7	1	3	3	7			
Total											3.89	1.20	77.80

Source: Prepared by the researcher based on the results of the SPSS V 23 program.

The levels of importance of the paragraphs of the variable (local community behavior) were distributed between the highest level of response achieved by paragraph (Q13) with an arithmetic mean of (4.15) and a standard deviation of (1.20) and relative importance of (82.92%) to confirm that most of the research sample members agreed on this paragraph, which suggests that (the residents of the local community are working to acquire foreign languages). In contrast, paragraph (Q14) achieved the lowest level of response among the paragraphs (local community behavior), as its arithmetic mean value was (3.68). The standard deviation was recorded (1.481), and the relative importance of (73.58%) to confirm that the research sample members agreed (that the residents are working to support cultural exchange and not clash). Seventh: Testing research hypotheses:

The simple correlation coefficient (Pearson) was used to determine the relationship between the research variables and test the effect of the independent variable on the dependent variable using the simple linear regression model and the multiple regression model. The F-test was used to determine the significance of the effect of the independent variable on the dependent variable. The coefficient of determination R² was also used to determine the percentage of the influence and contribution of the independent variable to the dependent variable. The research hypotheses will be tested through the following paragraphs:

1. Testing the hypotheses of association and influence:

To test the hypotheses of the correlation relationship between (cultural globalization of tourism) and (local



community behavior), the correlation coefficient between the variables was tested to explain the strength and direction of the correlation between the variables of the hypothesis. If the value of the correlation coefficient was between (0.50) and (1), this indicated the strength of the correlation relationship and the appearance of the mark (**) or (*) in the results of the statistical analysis program v23 SPSS to confirm the significance of the correlation relationship between the variables at the level of significance (0.01) and (0.05) respectively. The F test was applied to determine the importance of the effect of the independent variable (cultural globalization of tourism) on the dependent variable (local community behavior). If the probability value (Sig.) is less than the significance level of (0.05), this indicates the presence of a statistically significant effect, and vice versa. If the calculated value of (F) is more important than its probability table value, this indicates (the presence of a statistically significant effect, and vice versa. The value of the determination coefficient R² was also extracted, which shows the percentage of explanation for (cultural globalization of tourism) and the variable (local community behavior). The following hypotheses will be tested in this paragraph:

The first primary hypothesis:

(There is a statistically significant correlation between the cultural globalization of tourism and local

community behavior). The secondary hypotheses emerge from it as follows:

- There is a statistically significant correlation between the cognitive dimension and local community behavior.
- There is a statistically significant moral correlation between the emotional dimension and the behavior of the local community.
- There is a statistically significant moral correlation between the skill dimension and the behavior of the local community.

The second primary hypothesis:

(There is a statistically significant moral effect of the cultural globalization of tourism on the behavior of the local community)

From which the secondary hypotheses emerge as follows:

- There is a statistically significant moral effect of the cognitive dimension on the behavior of the local community.
- There is a statistically significant moral effect of the emotional dimension on the behavior of the local community.
- There is a statistically significant moral effect of the skill dimension on the behavior of the local community.



The results of testing the hypotheses of association and influence between them (simple linear regression model) according to Table (12) were as follows: 1. Accepting the first secondary hypothesis arising from the first central hypothesis, which states (there is a significant statistically significant correlation between the cognitive dimension and the behavior of the local community) with a confidence rate of (95%), as the value of the correlation coefficient was recorded (0.983) to establish this correlation between them according to the opinions of the research sample. The calculated F value was (2042.54), which is significant, meaning that there is a statistically significant effect of the variable (cognitive dimension) on (local community behavior), which means accepting the first secondary hypothesis arising from the second central hypothesis (there is an effect between the two variables). Accordingly, the value of the coefficient of determination was recorded as 0.965% which indicates the percentage of influence and contribution of (cognitive dimension) to (local community behavior). 2. Accepting the second secondary hypothesis arising from the first central hypothesis, which states (there is a statistically significant moral correlation between the emotional dimension and the behavior of the local community), as the value of the correlation coefficient was recorded (0.986) to establish this correlation between them according to the opinions of the research sample. The calculated F value was (5296.57), which is significant, meaning that

there is a statistically significant effect of the variable (emotional dimension) on (local community behavior), and this means accepting the second secondary hypothesis arising from the second central hypothesis (there is an effect between the two variables). Accordingly, the value of the coefficient of determination was recorded (0.973%), which indicates the percentage of influence and contribution of (emotional dimension) to (local community behavior). 3. Accepting the third secondary hypothesis emanating from the first central hypothesis, which states (there is a statistically significant moral correlation between the skill dimension and the behavior of the local community) with a confidence rate of (95%), as the value of the correlation coefficient was recorded (0.981) to establish this correlation between them according to the opinions of the research sample. The calculated F value was (1820.31) which is significant, meaning that there is a statistically significant effect of the variable (the skill dimension) on (the behavior of the local community), and this means accepting the third secondary hypothesis emanating from the second central hypothesis (there is an effect between the two variables). Accordingly, the value of the determination coefficient was recorded (0.961%), which indicates the percentage of influence and contribution of (the skill dimension) to (the behavior of the local community). 4. Accepting the central hypothesis



4. Accepting the first central hypothesis, which states (there is a statistically significant moral correlation between the cultural globalization of tourism and the behavior of the local community) with a confidence rate of (95%), as the value of the correlation coefficient was recorded (0.990), which is significant to establish this correlation between them according to the opinions of the research sample.

The calculated F value was (3490.44), which is significant, meaning that there is a statistically significant effect of the variable (cultural globalization of tourism) on (local community behavior), which means accepting the second central hypothesis (there is an effect between the two variables). Accordingly, the value of the determination coefficient was recorded (0.980%), which indicates the percentage of the impact and contribution of (cultural globalization of tourism) to (local community behavior).

Table (12) Results of testing the hypothesis of the correlation and influence of cultural globalization of tourism on local community behavior

Variables		Pearson's correlation coefficient r	Coefficient of determination R2	F- test			Interpretation
Independent	Certified			The accountant	Tabular	Probability value sig.	
Cognitive dimension	Community Behavior	0.983	0.965	2042.54	3.97	0.000	The presence of a significant correlation and thus the acceptance of the first secondary



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						hypothesis, and therefore there is an effect
Emotional dimension	Community Behavior	0.986	0.973	5296.57	0.000	The presence of a significant correlation and thus the acceptance of the second secondary hypothesis, and therefore there is an effect
Skill dimension	Community Behavior	0.981	0.961	1820.31	0.000	The presence of a significant correlation



						and thus the acceptance of the third secondary hypothesis, and therefore there is an effect
Cultural globalization of tourism	Community Behavior	0.990	0.980	3490.44	0.000	The presence of a significant correlation and thus the acceptance of the first and second main hypotheses, and therefore there is an effect.



Source: Prepared by the researcher based on the results of the SPSS V23 program

2. Multiple regression test:

The multiple regression test was applied to identify and determine the impact of the dimensions of (cultural globalization of tourism) combined with the studied phenomenon (local community behavior) and its dimensions, and the results were according to Table (13) as follows:

There is a relationship between the dimensions of the independent variable combined and the dependent variable (local community behavior), as the calculated F value reached (0.965). This is significant because it is greater than the tabular F of (2.73) and the value of the coefficient of determination (0.98%), which shows the percentage of influence and contribution.

Table (13) Results of the hypothesis test of the association and impact of cultural globalization of tourism on local community behavior

Independe nt variables	Depende nt variable	Pearson' s correlatio n coefficie nt r	Coefficient of determinati on R2	F- test			Interpretati on
				The accounta nt	Tabul ar	Probabili ty value sig.	
Cognitive dimension	Communit y Behavior	0.99	0.98	1184.7	2.73	0.000	There is a significant correlation
Emotional dimension							



Skill dimension							and therefore there is an effect between the dimensions of the independent variable and the dependent variable.
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Source: Prepared by the researcher based on the results of the 23SPSS V program

CONCLUSIONS AND RECOMMENDATIONS

Each scientific research study produces some results based on the answers of the research sample, which were evaluated and analyzed in accordance with the scientific directions of the research project, as explained in the first paragraph. Based on this, a set of conclusions was reached within the second paragraph, while the third paragraph included its recommendations.

A. Results:

1. There is a statistically significant moral correlation between the cognitive dimension and the behavior of

the local community, and accordingly, there is an impact.

2. There is no statistically significant moral correlation between the emotional dimension and the behavior of the local community; accordingly, there is no impact.

3. There is a statistically significant moral correlation between the skill dimension and the behavior of the local community, and accordingly, there is an impact.

4. There is a statistically significant moral correlation between the cultural globalization of tourism and the behavior of the local community; accordingly, there is an impact.



5. The results confirmed that the secondary independent variables that have the most significant impact on the dependent variable are (the emotional dimension).

6. The results confirmed that the secondary independent variables combined impact the dependent variable (local community behavior).

B- Conclusions:

The research sample members agreed on the following:

1. The cultural globalization of tourism, represented by the individual's possession of a certain amount of knowledge, information, spiritual values, and skills, represents an appropriate context for him to adopt rational tourism behavior towards all tourist attractions, their aspects, and their characteristics.

2. The desired positive behaviors towards tourism and tourists contribute effectively to tourism development.

3. according to its type and planning, tourism contributes to supporting the country's national economy and future.

4. Tourism reflects the individual's adherence to and pride in his heritage, traditions, and identity.

5. Tourism sometimes contributes to involving the individual in strange social customs and occasions that

work to deviate the individual from his customs and traditions.

6. Learning foreign languages through daily interactions and dealings with tourists contributes to building the essential capabilities to increase culture among individuals.

7. The local community works to acquire foreign languages to interact with foreign tourists and raise the cultural and civilizational level.

T- Recommendations

1. Work on exchanging ideas, opinions, information, and experiences to increase knowledge of the importance of tourism and its development.

2. Ensure that domestic tourism reflects the favorable situation in daily life.

3. Support other skills and products and work to enhance the use of technology in tourism activity.

4. Work on developing cultural rapprochement and understanding with foreign tourists.

5. Work on highlighting the diverse patterns of society (unique cultural characteristics) for tourists to spread awareness about the nature of this society.

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