

## ACTIVATING THE SACRED IN THE RELIGIOUS TOURIST TRIP REVIEW ARTICLE

Ahmed Obaid Oraibi  
University of Karbala - College of Tourist Sciences-Iraq  
ahmed.obeed@uokerbala.edu.iq

| ABSTRACT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | KEYWORDS                                                                             |
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| <p>This research will discuss several important points that will be divided into four topics:<br/> First topic will discuss (The tourist trip design).<br/> Second topic will discuss (happy tourist or passenger).<br/> Third topic will discuss (Satisfaction Measurement).<br/> Forth topic will discuss (Religious behavior)<br/> and we will explain the importance of each point the first topic will focus on the (TOI) and the section that the trip goes through , the second topic will focus on how to become happy and the important factors to raise the tourist or passengers levels of happiness , the third topic will focus on how to measure the tourist or the passengers correctly , the forth topic will discuss the importunes of the religious behavior in the tourist trip.</p> | <p>Tourist trip design, religious tourism, tool of interest, religious behavior.</p> |

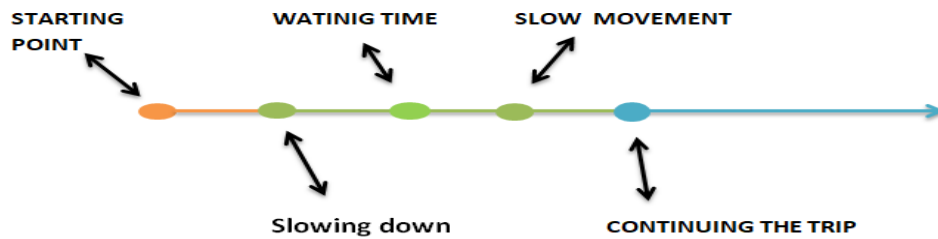
### Introduction

Plenty of researches on tourist trip design topics only illustrates the importance of the (POI) and the quality of services in it and around it , but in this research, we have expanded the gap of tourist trip services to a deeper part in order to be able to obtain clear and more accurate results. The aim of the research is to show the importance of deepening the services and clarify how to use religious beliefs and credibility to balance between different religions in the tourist trip and also avoid problems between passengers

### The tourist trip design :

Planning a tourist trip is a complicated thing Because tourists who are religiously different must be dealt with and tourist who are difficult to please also must be dealt with ,to deal with any kinds of tourists we first need to determine the aim of the (TTD).

The aim of the (TTD) is to demonstrate or illustrate the importance of the happy tourist. to achieve a happy tourist we need to set the long waiting moments and select a tool to be chosen as a tool of interest (TOI) which is a Brochure or a snack or other things that is provided to the tourist during situations of prolonged waiting To avoid cases of disturbance or any sense of boredom to the passenger . (Jos´e Ruiz-Meza a, 2022).



The researcher's own design( figer"1")

The fig above shows the sections that the trip goes through first we have the starting point which is the point where the whole trip starts at in this moments we must let the passengers enjoy the view and then after a couple of hours the trip is going to slowing down because of certain issues and then the trip is going to reach the waiting point which is where the whole trip just stops and wait , at the waiting times unexpected thing could happen like an argument between passengers or the passengers will get annoyed , to avoid these problems the passengers must stay distracted with a specific ( TOI )

#### happy tourist or passenger :

Happiness is an enduring state of well-being involving satisfaction in the pleasant, good, aspects of life. (ROSE M. SPIELMAN, 2021)

A vacation or a tourist trip can create long-term happiness in people's lives because according to (DC Moran Cerf (YoTube) ) going on a vacation can create a long-term happy memory that a person can share many times with others .

The researcher finds that by following the following factors, we can preserve and raise the happiness of the passenger during the tourist trip.

High-quality experiences with low cost make people happy. Good tourism and travel experiences create well-being that spills over into other parts of life

Any disagreement or complaint makes a negative impact so hosts must be on the lookout for signs of dissatisfaction. (Insights, Tourism Satisfaction: Importance, Measurability & Impacts, 2019)

#### Satisfaction Measurement :

( DC gang LI ) and other researchers showed that the tourist satisfaction can be measured. in order to measure the tourist satisfaction correctly the researchers offered many factors which could be used by collecting the comments of tourists after their experience :

. **Expectations VS Reality:** passengers must be asked what they expected and was the quality of the trip services enough to fill that expectation. .

#### Satisfaction must be measured for every part of the trip :

Transportation, Food & Beverage, Feature Experiences.

. Capturing the data must be done quickly at the end of the experience

as a feeling of satisfaction or an intention to log a complaint may fade with time. The researcher thinks that through this information and the factors deduced by researchers, we can use it to provide services to raise the quality of the tourist trip and its services to provide all the requirements of passengers and in way that suit's all kinds of passengers.

## **Religious behavior :**

We can divide the religious behavior into two sections , one section talks about how to balance the religious differences between passengers from a calming point of view, and the second section will discuss How to use religious behavior to prevent or cut of problems between passengers .

### **1. Balancing the religious differences between tourist :**

Many television programs and social media appeared showing cases of failure to transport passengers and plane crashes.

These programs caused fear of traveling and moving from one place to another ,but these programs did not stop the activity of travel and movement completely, There are many people who continued to travel and move, but with fear of problems or breakdowns.

The researcher finds that to remove the feeling of fear and discomfort, most people use a religious tool ( TOI ) or perform a religious activity that helps bring a sense of calm and comfort .

These tools and activities differs from one religion to another, and it is the duty of the tour operators to provide them in a balanced manner, The researcher believes that in order to provide these things, we first need to organize or know the religious times of both religions, or in simpler words, the organization of **TIME** according to (@BashirAwan (YouTube ) ) christens pray 7 times per day at different times (6am, 9am ,3pm, midnight prayer ,9pm ,6pm ,noon prayer ) as for Muslims on the other hand they pray 5 times per day also at different times (3am, 12am, 7pm), after praying times, Muslims like to read or listen to the Quran because reading or listening to the Quran can indeed evoke a sense of relaxation and pleasantness (Abdullah, 2022).

And Christians are not completely different from Muslims, they also pray and have their own religious believes but at different times, so the same services must be provided to Christians, but on Christian coordination like, instead of the Quran we can use a type of music in christen religion called the choral music , which also can have a calming effect on individuals and promote relaxation .

The researcher finds from the previously mentioned information that it is better to charge the Muslims passengers with the book version of the Quran and use a voice recorder so that the christens passengers can listen to the choral music, so that passengers from both religions can remove any feeling of anxiety or fear also this kind of service should be at a high quality and free or at low cost, because as mentioned, high quality experiences at low cost can make people happy.

The researcher's own design (table"1")

| MUSLIMS<br>PRAYING<br>TIMES | TYPE OF<br>(TOI)   | (TOI)<br>SUBMISSIN<br>TIMES | CHRISTENS<br>PRAYING<br>TIMES | TYPE OF<br>(TOI) |
|-----------------------------|--------------------|-----------------------------|-------------------------------|------------------|
| 3am                         | <u>dua'alsabah</u> | After 10 min                | 6am                           | .....            |
| 12am                        | Quran              | After 15 min                | 9am                           | Worship music    |
| 7pm                         | Quran              | After 30 min                | 3pm                           | Choral music     |
|                             |                    |                             | 9pm                           | .....            |
|                             |                    |                             | 6pm                           | .....            |
|                             |                    |                             | 12pm                          | Bible reading    |
|                             |                    |                             | Noon prayer                   | .....            |

Nield et al, abstracted that the **FOOD** is a salient factor which is also responsible for tourists' satisfaction or dissatisfaction (BAM, 2020).

the researcher believes that it is better to provide halal food to all passengers, whether they are Muslims or non-Muslims because according to (Björk, 2021) non-Muslims are increasingly consuming halal food for their dietary health and are considered contributors to the growing halal food sector. In Europe, halal restaurants attract many non-Muslim guests searching for exotic dishes and halal hygiene and safety standards. Halal food is also considered a distinguished cuisine offered to both Muslim and non-Muslim consumers and is made available at various outlets due to its high concerns on health, environmental and quality issues. Additionally, a study mentioned in found that non-Muslim tourists mainly experienced positive emotions while enjoying halal food during their travels. The elicited by halal food experiences focused on "joy" and "love."

## 2. How to use religious behavior to prevent problems between passengers :

Sometimes problems occur between passengers for certain reasons, such as a child kicking the seat, a heated discussion between passengers, (Farrell, 2023), or talking too Loudly (SUMUEL, 2023) ,or other problems that lead to a bad reputation or negative evaluation, To avoid these problems we must follow a system because developing a system can improve the customers experiences (Calanas, 2023) system based on religious beliefs because as mentioned earlier that listening to the Quran or the choral music can evoke a sense of relaxation and comfort , the system requires attention and monitoring of passengers' behavior to solve a specific problem between them, in case a senses that a problem is about to occur between passengers , measures must be taken depending on the type of religion and beliefs, for example, if all the passengers are Muslims and a sharp discussion took place between them, the Quran must be played, but not for the purpose of comfort, but for the purpose of silencing all passengers

because it was mentioned in the Quran (when the Qur'an is recited, listen to it, and be silent that you may receive mercy 204) . As for christens and the same thing for christens but on a christen coordination. From what has been mentioned above , we can conclude that religious behavior is a tool that can be used to control the religious behavior of the passengers during the tourist trip , and also to prevent problems that may occur between passengers.

## Conclusion:

The researcher concluded the following :

- .(TOI) is an important part of (TTD) and it must be provided during prolonged waiting times or otherwise the passenger will be bored during these times.
- . passengers satisfaction could lead to development into the reputation of the company that is operate the tour.
- .Religion's beliefs and credibility can be used to raise the levels of calming and relaxation and it could also be used to control the passengers behavior to prevent problems between them.
- .long-term happiness is not related to things that are affected by age.

## Commandments :

- . the researcher recommend for the future researches is to clarify the Religious behavior even further and how it can be implemented on a spatial basis.
- . what are the changes that could happen if we use (fig1) on the basis of family tourist trip.

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