

Archaeological City of Ur in the Local and International Tourism

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Abstract

The goal of this research is to identify the future and strategic position, of the city of Ur Archeological as a tourist local and international, through a process of strategic analysis of the most important opportunities and strategic challenges that are available in the environment factors Ur Archeological In Al- Nasirya. To solve the problem of the research used descriptive analytical method. The research found the great opportunity for the city of Ur to become one of the most important tourist sites of local and global and the following reasons:

1. The possession of cultural factors of the environment cultural opportunities strategy to be a destination for religious and cultural tourism locally and globally.
2. Includes natural factors strategic opportunities to attract local and global tourists who are looking for the beauty of nature and the uniqueness of the rare sites offering such as marshes.
3. Opportunities in the political environment enable it to be one of the places which hosts festivals and events to lay the foundations of tolerance, understanding and dialogue between religions. Thus contributing to the popularity of tourism festivals.
4. Opportunities in the competitive environment, the regional and international environment good for its entry into the global market.

Keywords Ur Archeological; Tourism; Strategy opportunities; Environment perception

Introduction

The trend towards the tourism industry requires a strategic dimension towards tourism resources. The strategic choice must be a priority for sites that enjoy a global cultural, historical and religious reputation. The strategic understanding of the information available from the external environment of tourism organizations, their understanding, organization and re-formulation of the future through the vision and proper planning for the selection of strategic tourism projects will lead to the proper and scientific choice of strategic tourist sites. It can be an important source of imports as well as in the development of poor regions. Work for its inhabitants, as well as reviving cities and highlighting its role in the world historically and in the future.

From here, the city of Ur was chosen as a strategic tourist site. It is located in a city where there are no industries, despite the availability of resources, as it possesses an army of idle hands. The city of Ur can provide opportunities for these stalled energies. Although Dhi Qar is one of the best tourist destinations in the world, it has a diverse tourist environment, such as marshes, archaeological sites, and animal wealth, from migratory birds and local animals. The cultural characteristics of the city of Ur also share many of the cultural characteristics of most of the peoples of the world. They represent an important symbol of Abrahamic beliefs and religions.

The idea of the study is to choose the historical city of Ur as a local and international tourist site, based on the strategic analysis of the site

and the environment, with its information, events and rapid changes. Environmental analysis has revealed great opportunities that could be used if the city is one of the many tourist sites of different nationalities. Taking into account and without neglecting the expected threats that can be overcome and removed.

Research Problem

The problem of the study is the difficulty and shortcomings experienced by tourism organizations in Iraq when analyzing the opportunities and strategic challenges, which caused the weakness of the tourism industry in Iraq, especially in the archaeological sites, specifically in the historic city of Ur. Iraq is a developing country, To achieve the goals pursued by the country's economy. The use of strategic analysis is one of the main means of accurately and scientifically positioning tourist attractions according to perceptions based on the strategic understanding of the information available on the tourist site, identifying strengths and opportunities, and avoiding future challenges.

The archaeological city of Ur is a world tourist site, but it suffers from weak exploitation and lack of strategic plans based on strategic analysis, and this makes them forget between the neglected sites and not to give them as much as they deserve by the operators of tourism.

Research Importance

The importance of research lies in the following axes:

Highlighting the issue of strategic analysis of the environment in general and of the archaeological site of Ur in particular. This is of

great importance to the tourism organizations and to the city of Orr in particular.

Highlighting the most important tools and requirements that should be available in the managers of the process of strategic analysis.

Iraqi tourism organizations suffer from a lack of studies that are interested in how to diagnose the opportunities and challenges available in archaeological cities, especially the ancient city of Or, because of the researcher's lack of libraries in Iraq on writing in this subject. Therefore, the study is concerned with the development of a practical methodology to diagnose opportunities and challenges before the eyes of the operators of the tourism industry in Iraq and apply them to tourist heritage sites.

Considering the inclusion of the site of the archaeological city of Ur on the list of heritage cities in UNESCO in 2014, so draws attention in this study to the importance of global tourism to this archaeological city.

Increasing the flow of domestic and foreign tourism to the southern regions, especially Najaf and Karbala holy, and what represents the openness to Iraq after it was under siege and isolation from the world, so this study to keep pace with the progress and development of Tourism according to a scientific analysis, to exploit the city efficiently and effectively, and to exploit this flow by highlighting the religious identity of the city of Or, and to include the city on the list of the holy areas of the Abrahamic religions, which open its doors to receive local and international visitors.

Research Goals

Based on the importance of the research and the theoretical and intellectual framework in which it was developed, it aims at reaching the following points:

1. To identify the city of Ur, historically, ethnically, and religiously. Environment.
2. Determine the tools and requirements to be available in the operators of the process of strategic analysis and importance.
3. Identification of the most important factors of the external environment of the city of ancient archaeological analysis.
4. Identify the strategic opportunities available and the future challenges of the archaeological city of Ur. To provide the most important suggestions that contribute to the exploitation of the city tourism.

Research Methodology

In order to clarify the objectives of the research, we relied on the analytical descriptive approach to the most important of what is indicated in Arabic and foreign books and references, periodicals, statistics and official reports related to research literature.

First: Historical profile of the historical city of Ur

The reference to the city of Ur is mentioned in the heavenly books and specifically in the Torah in verse (they went out together from Ur of the Chaldeans to go to the land of Canaan). And in any other, I am the Lord who bought you out of Ur of the Chaldeans, to give you the land to inherit them ". Divided into two parts, the first is the name of the city (Ur) and the second is the city of the city (Chaldean). Iraq there are several other cities (Uruk) in Iraq, Jerusalem the capital of the

Kingdom of Judah, Orcominus in Greece and Ur-Artu on the mountains of Armenia near Lake Wan, known as Lake Ararat and others . The city of Hebron was the birthplace of Ibrahim father of all the profet, and its local name is Almajir that the matter of bitumen is built in paul Was located on the ancient course of the Euphrates River [1], But is currently located in a remote area far from the river, because of the change of the course of the Euphrates River over the past thousand years, and is one of the cities of Sumerian, located in the southern part of Mesopotamia Melvin [2]. Sumerian civilization is one of the first urban civilizations developed by humankind and has been able to develop and develop basic elements of humanity such as writing, trade exchange, mythology, science, etc., and sites such as Ur and Uruk. The glory of Sumerian civilization [3]. Sumer was divided into cities or (city states) such as Warka, Jumada Nasr, Waredo, Ur, Larsa, Laksh and others [4]. Each of the Sumerian cities had their privacy from the political, economic, and religious side. These cities entered into many conflicts between them. This was caused by obtaining more land and controlling the rivers' streams. Thus, successful strains emerged, one at the expense of the other. (Or), the Or (II) and the Urals (III), and the most important thing that can be recorded in the city of Ur is the appearance of the figure of the king (Or - Growth) and the founding of the Third Ur dynasty (2004-2112) Lathr active in the emergence of the unified state in Mesopotamia [5]. Uru-Nam is also credited with the construction of one of the oldest known zodiacs in Mesopotamia, the ziggurat of the city of Ur, which is the temple of the god of the moon in the Sumerian mythology. Or- In history, he was the first known legislator in the ancient world, after which the rule of the Third Ur Dynasty collapsed and the city of Ur fell and was destroyed by the Elamite invaders [6]. The end of Ur was sad when the Elamites destroyed it and burned it and took with them (Abi-Sin) the last kings of the third Ur Dynasty captive to the land of Elam. This tragedy echoed in the capital Ur and with its famous Temple of the Moon (Nna) Orr, in which the Sumerian writer describes what happened to this great city from destruction by the Elamites who turned it into ruins and ruins [7].

Second: the requirements and importance of the strategic analysis of the city of ur

Business organizations in today's world operate in a complex and rapidly changing economic environment, technically, politically, socially and culturally. The strategic analysis aims to identify the capacities and resources that differentiate or create new opportunities for excellence, identify the environmental forces that influence the competitive performance of the business and determine whether they represent real opportunities for growth and superiority or a threat to survival and competitiveness in the industrial environment [8]. In an environment characterized by difficulty in understanding and predicting their variables, experience has shown that strategic analysis is an effective tool to reduce the uncertainty gap, simulate rapid developments in a competitive business environment and strengthen the ability of business organizations to build a distinctive strategic position in industry [9]. In light of the rapid changes and globalization, which transformed the world into a small village and made organizations of different sizes, nationalities and activities, they compete in an environment where borders and restrictions have ceased, in which competition is characterized by globalization. The globalization of competition is an advanced stage of economic globalization, in which geographical or national boundaries are removed from the activities of institutions. This poses a major

marketing challenge, whereby the global market is unified and open to compete with economies and organizations.

The strategy outlines the way in which the organization achieves its objectives while taking into account the current threats, opportunities, resources and possibilities of the organization. This includes three main factors that significantly affect the strategy: the external environment and its political, economic, social and technological variables - resources and internal capabilities - Specific time frame [10]. That's the real area to apply The strategy is in the future, ie the strategy is implemented across a time line that starts from now and extends in the future for long years and sometimes for long periods [11]. The new strategic thinking, especially within the resource portal, has found that the organization's own resources, as proven by the latest studies, depend on the most powerful determinant of the organization's profitability and competitiveness. Hence, an effective marketing strategy must be based on strategic marketing resources. The success of the organization depends on its ability to identify and know the needs and desires of the customer and the target market, and the extent to which satisfying these needs better than the competitors. These are indicators of competitive superiority. Competitiveness indicators can be referred to as the capabilities and capabilities of the organization to achieve superiority and preference over competitors. : 57). The role of the facilitator plays a pivotal role in the strategy. Through his abilities and intellectual and strategic competence, he can study, analyze and read the future and exploit the opportunities produced by the ocean, thereby ensuring a strategic competitive position and competitive advantage. Because the strategy deals with predicting the future, it is appropriate to recognize that dealing with a future phenomenon begins from the time that is prohibited and its results will be realized in the distant future [11]. Strategic intelligence is an important part of choosing the right strategy for the organization. Strategic intelligence provides a more accurate expectation [12,13]. Strategic intelligence is also important in strategic planning and strategic management, helping the organization maintain its competitive position in light of future challenges in the long run. To the way the organization will go, and to focus on proactive activities [14]. Strategic intelligence is also oriented towards the future [15]. Strategic intelligence contributes to the development of competitive intelligence to achieve the desired objectives of the strategy. Competitive Intelligence is an organized process to obtain and analyze public information from competitors, to differentiate and target them in the marketplace[16]. To achieve the objectives of strategic intelligence, accurate information on all environmental factors is needed. Good use of information contributes to making the right decisions [17]. Access to information from the environment and knowledge of the circumstances surrounding the organization is the basis for its survival and continuation of its activities. And helps to help strategic leaders define the future objectives of the organization and provide a fertile environment for the development of strategic thinking. As the basis of strategic thinking towards the future benefiting from the facts of the past and the data of the present [12]. Strategic thinking is an important element in strategic planning. It depends on the theory of learning based on the information available to the strategist from different sources (personal experience, and external sources). Strategic thinking requires that the participants have extraordinary intellectual dimensions that allow them to "Imagination", "Intuition", "Reflect" Insight "and" Perception ", with the aim of penetrating the unknown and bringing together the images of the future [18]. Therefore, the experience of the owners of the sites contribute to the foresight of their foresight, and the prospect is the

possibility of dropping the current state of the world on the future, Babsar future perception, and distinguish what can be avoided and influence and control it [19]. Predictability is important by examining the past and understanding the present, so that managers can understand the future and rely heavily on their work experience and decision-making [20].The information available through direct contact with the external environment of the Organization and the experience gained will provide a weapon to counteract the change in the environment. The strategic perception is one of the tools used by the organization in managing transformations to meet the constant change in its environment. Strategic perception is the basis for the formation of the strategic objective. The confrontation with environmental changes is an important stage in the life of organizations in order to reach positive adaptation to the environment. This requires mainly diagnosis and careful analysis of the various structural factors influencing it, in which the various opportunities to be exploited or the threats to be avoided are identified. Appropriate to this adaptation and to the achievement of the Organization's objectives.

Hence, the importance of the strategic analysis of the city of Ur, as the historic city is one of the world's most important tourist sites characterized by the diversity of strategic opportunities in the social, cultural and environmental factors, shared with the peoples of the region and the world. Making the city an international tourist attraction.

Third: perception the external environment of the ancient city of Ur and its importance to the administrative leadership

The external environment is the biggest challenge faced by the organization, whether large or small and all kinds and nature of its activities, as they have a great impact on the nature of the selection of business based on the data produced by the external environment, and seize opportunities based on available resources is a strategic methods that need leaders have perception The external environment provides information, events and conditions that need to be strategically understood. The environmental analysis is a roadmap towards achieving the goals. Especially as external factors affect the organization's strategies directly or indirectly. In this direction, Mintzberg & Quinn defined it as all factors that have a direct or indirect impact on the process of strategic decision making [21]. Jones agreed that it was a set of extra-organizational resources that FAO needed to improve and develop its competitive strategy [22].

The historical location of the city of Ur depends on the opportunities available to a number of strategic leaders who view the future with a forward-looking vision based on strategic perception and strategic intelligence without forgetting the challenges and threats expected in the future. Departments in general, being different from one organization to another depending on the degree of change in stability and the simplicity of its components or complexity, Which make them an unpredictable environment and need a high understanding of what is going on in the information and circumstances. The theoretical theory emphasizes the importance of recognizing uncertainty in the environment [23]. Al-Amiri and Al-Galabi argue that after the uncertainty is created by the intersection of the complexity of the environment and environmental change Change [24].Therefore uncertainty is generated by incomplete knowledge about the environment. All these changes in the external environment movement and the intensity of the information in which they need managers are highly cognizable, so as to provide opportunities to achieve the goals of the organization, as well as gain momentum and

also good information on external environment factors, Helps improve and develop their behavior towards creativity. Spence, 1994 [25] argues that creative behavior starts from recognizing the situation, taking care of it and collecting information about it [26], while the lack of proper understanding of information in the external environment to the failure of managers in their work, which brings the organization to failure as well, he said that managers may fail to detect significant changes in the environment, leading to the loss of the Organization of many opportunities Available [27]. In the same context, Daoudi and Biskra pointed out that the greater the knowledge of the environment, the better the analysis of the environment and the knowledge of its effects, the more the response to achieve the objectives of the organization very effectively [28]. Hence, the importance of recognizing the external environment is represented by the information and the degree of change in its status. It is very important and depends on the analysis of the strategic leaders who aspire to achieve the development and development of the archaeological site of Orr.

Fourth: Factors of the external environment

The perception of the external environment is through the exchange of tourism organizations influence and interaction with the overall factors and dimensions that surround them, which are components of the external environment of tourism organizations. Given the comprehensiveness of the external environment concept, researchers have developed a scientific methodology to deal with these many factors and classify them based on their direct and indirect impact on the work of tourism organizations, namely the general environment and the private environment. Griffin described the general environment as an environment with unspecified components of the environment that may affect the organization's activities, including economic, technological, social, cultural, and international components [29]. Robbins & Coulter defined it as everything Such as economic factors, political conditions, cultural and social influences, globalization issues, and technological factors [30]. Schermerhorn describes the special environment as the environment that includes all the factors that are more closely related and directly affect the organization, which are the processors, distributors, competitors, and government bodies that the organization must deal with in order to achieve growth and survival. William & Kinicki emphasized that the private environment is a set of factors and factors that have direct influence in the organization, Ten factors include suppliers, distributors, debtors, governments, intermediaries, competitors, allies, unions, media, customers [31]. And the importance of the influence exerted by these factors on the behavior of the administration and the tourism organization as a whole, as it represents inputs in the form of different information, it was necessary to study these factors to know their implications and their impact on the exploitation of the city of Uralrip. For this purpose, the most important factors for the external environment, which are considered to be very important in the nature of opportunities and challenges for the tourist site.

Fifth: Analyzing the opportunities and challenges of the historical city of Ur

Strategic Opportunities are of great importance in the life of organizations when they relate to the future of the organization. The global market, after enormous developments and the demarcation of borders thanks to the globalization that made the world a global village. The needs of consumers from different cultures and the

integration of global markets into one global market began to depend on the strategic perception of the information provided by the environment and its instability. Opportunities and avoid risks and challenges that determine the fate of the organization and achieve the strategic objective. Strategic perception is the basis for the formation of a strategic objective . The main line that should be taken by the administration to face the complex situation that is characterized by change and uncertainty lies in the creative abilities of the organization, which works in a bi-directional manner. It requires, on the one hand, to take advantage of all the opportunities that it finds strategically In order to achieve its objectives with maximum efficiency and efficiency, and on the other hand it must work with the same capacity and efficiency in avoiding risks and challenges and develop strategies and effective solutions to avoid them and adapt them. The city of Orr of archaeological sites containing strategic opportunities enable it to be one of the mines that come The country imports hard currency, as well as communion with the countries of the world. As the sites of archaeological benefits and benefits of economic and social diversity and variety and it nurtures and develops the spirit of belonging and identity of the peoples adherence to civilization and heritage, which does not want to be separated from it, and represents an important economic resource, In today's world, attractive cultural areas are a major resource for information and entertainment. The positive impact of the growth of the tourism sector is the expansion and growth of the economic activities of the complementary sectors, "the local industries that migrate to the tourism sector" [32]. Hence the importance of analyzing the strategic opportunities in the ancient city of Ur and as follows:

Strategic opportunities available in the strategic analysis of the Orr environment:

After determining the main environmental factors (strategic factors) that contain strategic opportunities based on the future importance of the ancient city of Or, and the selection of basic sources of information on environmental factors, the strategic analysis of the environmental factors of the archaeological city of Or reveals the existence of strategic opportunities can be exploited globally :

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Strategic opportunities available in the cultural environment

Strategic opportunities for religious tourism

The city is a holy place for pilgrims from all over the world, being the center of Abrahamic religions. The city houses the house of the prophet Ibrahim (peace be upon him), which is one of the religious sites in southern Iraq, which is universally recognized. This archaeological treasure was discovered in 1925 by the British Museum Mission and the University of Pennsylvania. The house is located in a residential neighborhood in the center of Ur, about 300 meters from the town's ziggurat. It has small rooms, rooms, corridors and arches [33]. The hill shows the city of Ur as a sign of the original home of Abraham (A) Or Chaldeans [34]. The Abraham is Abram and his

meaning in Hebrew is the high father or the honorable father [35]. His name was later changed from Abram to Abraham, meaning the father of the public after God promised him to become a father of the people, 1993: 1). Historians refer to the year of the birth of the Prophet Abraham that it was in the nineteenth century BC [36], and the prophet Abraham the most important prophets accepted by Judaism, Christianity and Islam [37]. The Prophet Ibrahim (p) has a special place in Islam because he is the father of the Prophets. Ibrahim (p) is mentioned explicitly in the Qur'an in many of his verses. His name is mentioned ninety nine times in twenty-six chapters, including a surah bearing his own name. The city of Ur Ibrahim is of particular importance to the Western world, because it derives some aspects of its culture from ancient Iraq [38]. Through the Abrahamic emanations from the Jewish, Christian and Islamic regions, these three faiths are rooted in their spiritual roots to the same personality of Abraham and the three historical giants who stand behind these religions: Moses, Christ, and Muhammad (PBUH) 7). Christianity, Judaism and Islam have the same roots and are more like differences, and all believe in the unification of God and all believe in Abraham [39]. That this global religious importance has become a source of strength in making the city a pilgrimage to all three religions, which constitute the largest proportion in the world, and what makes the city of great importance and importance in the future what the mission of local pilgrims from the provinces of Iraq and pilgrims from the Vatican, Was composed of various nationalities. The mission was headed by the representative of the Vatican (Andriata) for a mass and prayer at the house of the Prophet Ibrahim in the city of Ur in Dhi Qar Governorate. And visit the first place known as Tawheed [40,41]. As well as the Chaldean episcopate in Basra headed by the Patriarch in the province and south Imad Aziz Banna, where the spiritual pilgrimage began with a Christian delegation of about 100 people, who performed prayers and rituals of the year of faith in the city of Ur where the Prophet of God Ibrahim Hebron (p) Time, 2013). It is worth mentioning that most of the people who served as Pope of the Vatican were dreaming of visiting the city of Ur and the house of the Prophet Ibrahim, but the circumstances of Iraq were going through difficult stages and disturbances that made the attention away from him and the direction of places may not be the value of the city of Ur spiritually and historically and ideologically. At present, the opportunity to invest in the city, especially after the opening with the world and the establishment of airports in most of the provinces, made communication and travel easy and in the interest of the city. Therefore, effective strategic planning aimed at developing the city and selecting the appropriate tourist segments is the key to the success of the city of Or tourist, The tourist or the visitor should be considered the essence of the planning process, as the beneficiaries of tourism services are the ones who determine the types and trends of the required tourism planning [42].

Strategic opportunities for cultural and archaeological tourism

The city of Ur is marked by the "Temple of the Runway", the first of two in Iraq and the world before Zagora Dorkaikalzu in Akraquf in Abu Ghraib in Baghdad. Zekoura Or has a frontal ladder and two right and left sides. Uhr is credited with the growth of its construction, which is one of the oldest known ziggurats in Mesopotamia, the ziggurat of the city of Ur [6]. The joint mission of the British Museum in collaboration with the University of Pennsylvania, headed by Sir Leonardo and the world's renowned archaeologist and captain of the mission from the late 1920s to the early 1930s, In the ruins of Orr on

an underground cemetery and a curved arch dating back to the dawn of the dynasties. Some of these tombs returned to the kings of Ur, and the tombs of the kings were real treasures of its virtues, which raised the value buried with the dead as part of the funerary ceremonies. Sumerian, as found in the Sumerian tombs one of the most beautiful Sumerian machinery, which took a great reputation among the ancient Iraqi ruins Sumerian guitar decorated with the head of Thor [43]. The guitar with Queen Shephad is located in the Pennsylvania Museum in Philadelphia, United States. The guitar is a witness to the development of music as well as entering the cult of the golden bull with the harp, which symbolizes the fertile, performing the rites of God's grace and celebration of victory. In addition to the royal cemetery, the city includes the palace of the king of Shulki, who ruled Ur in the third period of 2095-2048 BC. It also houses the Temple of Dib-Lal-Mach, which contains the Sumerian script so far. As well as containing archives of cuneiform tablets in houses and temples, and also contains the archaeological city on the house of the Prophet of God Ibrahim (p). The city also has an advanced water drainage system. There is also the Sumerian court, the Deb-Lal-Mach Temple, which is used for litigation. It contains the oldest laws in history, where we have a law of growth written in Sumerian, consisting of the introduction and the law. The number of articles is more than (37) To the conclusion. The purpose was to spread justice and equality in the country and the maintenance of human rights, And the imposition of sanctions on criminals and violators, and this is confirmed by the principles of integrity and transparency [44]. The city also contains the oldest panels and clay figure discovered, which date to about 2700-2800 BC [45]. It was also found that there are links between ancient civilizations, cultural, social and economic, as the city of Or has links and cultural relations with other civilizations, including Indian civilization [46], where found pottery vessels with a single tape, as well as finding the gemstones have similar forms found in the civilization of Mohangdaro besides The blue lasur, which mentions a Sumerian hymn as brought from Malukhah, "Sindh Valley" [47].The importance of the archaeological city is evident in the fact that it is one of the sites that is replete with relics with life, such as the legislative laws and ways in which its people lived in a sophisticated and innovative way, making it a rare place and treasure of information for those interested in studying cultures and ancient life. Houses were used for the first time in the world, and tombs were built based on the ancient religious rites of the ancient world, their connections and relations with the ancient world. All these make it a tourist site attracts tourists who are engaged in cultural tourism activities, especially tourism, These opportunities in the ancient city also make a site that rivals world sites with historical and cultural richness. Most of the foreign tourists who visited the ancient city were surprised by the neglect of the city and the absence of services and infrastructure from tourist facilities and others. Among those who visited the city was the French ambassador and the director of the Louvre Museum in Paris in 2013. Their task was to explore archeology and display it in museums This is an international concern for the heritage of Iraq, while the attention should be paid to the central government and the local government in Dhi Qar province, where the representative of the Antiquities in Dhi Qar complained during the visit of the French delegation about neglect of the effects and lack of interest in this cultural wealth.

Analysis of strategic opportunities in natural environmental factors

The city of Dhar is surrounded by a rare and fascinating nature in the world. The city of Dhi Qar is one of the cities that cover the vast

marshes. These marshes are a natural extension of the ancient civilizations, where the reeds and papyrus were based on most of the industries in which the Sumerian civilization lived. The culture of the marsh dwellers is a vivid testimony to the continuation of certain Sumerian traditions. Mudhif is an example of this structure, which is made of reed in the form of arches and is used to this day in the marshes [3]. Variety of domestic birds migrating from various parts of the world, which comes to the water bodies of the marshes and rivers every season, is the most beautiful scenery and a chance to study birds that are a global hobby. In view of the environment surrounding the ancient city of various natural attractions of the marshes and water and animal wealth represented by the most migratory birds and local, is a World tourist site.

Analysis of strategic opportunities in political factors

The three Abrahamic faiths - Judaism, Christianity, and Islam - have been urging people to live with peace, love, unity and coexistence. However, differences of ideology, religious extremism and political interests have led to violence and aggression. Among people and destruction, such as the Crusades and in the contemporary world after the events of 9/11, the international community is turning towards hatred, violence, conflict, aggression and religious extremism between Muslims and non-Muslims, which contributed to the lack of trust, Paper because of prejudice and ignorance against each other, Dialogue among followers of the three religions can therefore play a vital role in establishing security, justice, peace and unity in shaping a better and prosperous future for all humanity [47]. These Abrahamic religions were adopted as a strategy of unity in some countries, including Nigeria. Christianity and Islam were imposed as a strategy of unity in Nigeria by President Ibrahim Babangida arguing that the common philosophy and Abrahamic origins of both religions laid the foundation for a common and happy citizenship. On earth, about life after death, both religions are remarkably similar in common ideas about what is right and what is wrong [48]. In view of the political importance of the city as it is a gathering of various Abrahamic religions, it represents a strategic opportunity to establish international events and festivals to bring together international viewpoints and contribute to the dialogue of civilizations in order to establish peace and understanding among the countries of the world. This contributes to the promotion of tourism and especially the tourism of festivals and events. And urgently to establish security and peace after the wars and sieges and terrorism, which took place in various forms, and this is a great opportunity to develop coexistence and understanding with the regional and international environment As well as tolerance and respect for religious, philosophical and ethical beliefs [49]. This is done through the work of tourism development, which works to achieve dialogue and knowledge of each other, helps to understand the peoples of different countries, promotes the principles of world peace, and also helps to strengthen the bonds of friendship among the peoples of the world through friendly relations between the various countries of the world (Dreams and Fables, 2010: 235). It should be noted that most of the television media reports that are prepared to discover the areas and archaeological sites in the cities of Iraq, especially the city of Ur, are surprised by the size of safety and coexistence and welcome missions, which contributed to the admiration of the local population and simplicity and spontaneity, they represent a natural extension of Sumerian civilization, living the same tools and homes that lived By their ancestors of Sumerian civilization, and therefore the government and its affiliated departments concerned with the dissemination of facts about the lives of the population and the nature of their reception

of expatriates and the extent of hospitality and love for the other, Through the publication and distribution of pamphlets and posters, and advertising and visual advertising and marketing to various international channels, to introduce the city's safe and peaceful reality. As well as to remove the blackout that surrounds these sites, which are gold mines that outweigh all other industries, especially oil, which Causing damage to the environment and the population.

Analysis of strategic opportunities in competitive factors (globalization)

After the rapid changes in the world and the transformation of the world into a small village thanks to globalization, as a result of the economic and political crises have a wide impact in the world, and given these economic and political fluctuations and security, especially in the Arab region, represented by the Arab revolutions, Which is characterized by peace and safety in some Arab countries. These sites represented tourist organizations that competently compete with other regional and international tourist organizations. The insecurity in these countries has caused tourists to refrain from traveling to them. Hawa targets extremist terrorist groups. For example, what happened in Egypt from terrorist attacks on tourists from abroad to visit the pyramids and the Egyptian antiquities. The poor situation and insecurity led to the loss of Egypt to 15 million foreign tourists. They constituted a heavy weight in Egypt's imports Which is considered a national income comparable to the largest industries in Egypt. What happened in Tunisia is the emergence of extremist groups after the revolution and their impact on tourism, as well as other countries such as Syria, Libya and others. All these events have made the global tourist think of choosing the right alternative, and this thinking is a potential demand and can be entered into according to a deliberate planning to exploit the city [50]. And provides a competitive strategic opportunity to enter the global market and strongly, especially that the province of Dhi Qar is one of the southern provinces, which almost abandoned the extremist terrorist groups and enjoy security is the best among the provinces of Arab countries where the revolutions took place. The exploitation of the ancient city of Ur by an efficient tourist organization enables it to exploit its potential resources and the market share that has recently begun to attract international tourists, especially after the change of the former regime in 2003. The departure of the organization from the domestic framework to the international Many of the marketing opportunities, which in turn constitute a strong incentive to achieve profits and expand market share [51]. The strategic opportunities are to gain market share in the world market. More than 150 foreign tourists from the Vatican came to hold a mass and prayers at the birthplace of Prophet Ibrahim in the city of Ur as well as the intermittent numbers that followed the city because of safety and travel After Iraq was forbidden to fly by air because of the blockade, which is the actual entry of the city in the list of places to think about travel to the global tourism demand. It is worth mentioning that the improvement in the global tourism in Iraq is the large numbers of tourist flows that come to the religious cities in Najaf and Karbala, the Holy reached the numbers coming to these places during the holy visits to more than 800 thousand Arab and foreign visitors, Which is the opening of tourism to Iraq to the world. Hence the strategic and strategic importance of the historical future of Ur, religious, historical and archaeological.

Analyzing and overcoming challenges and threats

Challenges and threats represent an opposite front against the opportunities available to the Organization, as they have to deal with them and adapt to them, as they are outside their control. Organizations should therefore deal with the environment and produce it in a serious and analytical way to avoid their future dangers. And the presence of many challenges facing the exploitation of the archaeological city, whether technological or political and other, must be developed strategic solutions to them. Among the challenges facing the historic city are:

1. The lack of a strategy aimed at elevating the city to the ranks of competing organizations worldwide.
2. Lack of tourism cadres that could lead to the exploitation of the city scientifically.
3. Lack of facilities and services for tourists.
4. Lack of maintenance of transportation and modern communications and sophisticated airports and paved roads leading to the historic city.
5. Lack of perception of the importance of heritage in the population.
6. Lack of tourism development programs in the governorate.
7. The existence of some political and security obstacles, which can be overcome and adapted to the benefit of tourism in the city of Ur.

In order to address these challenges, the scientific thinking based on finding solutions by bringing the scientific competencies specialized in economics, management and tourism to develop strategic plans that aim to meet the challenges of the future in a scientific predictive manner and work to remove or adapt them. The strategic process begins to exploit the city's strategic thinking in the future and the data generated by changes in environmental factors. Strategic thinking is based on the direction of the future, taking advantage of the facts of the past and the data of the present [12]. Strategic thinking is the starting point for the strategy that contains the strategic plans and the desired targets to make Orr a global tourist destination and compete in the world market for the largest tourist sites and face the global markets and enter into competition with them through the development of strategic marketing plans to determine long-term marketing objectives. And ways to allocate resources to achieve the goals. Through filtering and interpreting the information received, the events are dealt with through a vision based on the reality of the available resources of the historical city and the future data available to target the market segments. The vision goes beyond merely looking at events beyond comprehension and perception [51]. Therefore, it is necessary to consider the tourist or visitor as the essence of the planning process, as the beneficiaries of tourism services are the ones who determine the types and trends of tourism planning required. Because of the uniqueness of the city as containing the first place of unification and the house of the Prophet Ibrahim, which represents a reference to the Abrahamic religions, and stand in the priorities of the needs of the various Abrahamic religions, it is an indicator of the uniqueness and uniqueness of resources, Making it a regional and global competitive position. The ability of the organization to protect its creativity from tradition is a source of competitive superiority. The strategic planning, especially the effective tourism planning, works to counter the negative changes and to benefit from the positive changes, employ them and exploit them optimally in order to reach the benefits and benefits of multiple tourism economically, socially, culturally and ecologically, and

develop the services of local tourism infrastructure such as airports, roads and sanitation [42]. One of the positive impacts of the growth of the tourism sector is the expansion and growth of the complementary sectors, "the local industries leading the tourism sector" [32].

In order to overcome the challenges that need to be faced for a long time such as technological challenges, experience, creativity and innovation in providing services and providing facilities that rely on modern technological technology, can be used relations with international tourism organizations and establish understandings and alliances with them in order to achieve a state of efficiency and efficiency and ensure competition in Global Market [52-56] . The Strategic Alliance is a type of private relationship within which two organizations are linked to a long-term relationship that transcends the framework of normal commercial relations. Lack of expertise in the fields of production, marketing and technology, Make the Strategic Alliance an alternative and a choice in its various functions and incorporate this strategic thinking into its future strategic planning in order to benefit from the technology of others and cooperate with them in order to reach new innovative ideas and early acquisition of the best offers and a quick reaction to the restrictions of entering new markets and thus gaining experience Skill in various functions that enable the economic organization to survive and then find its share and position in the market[57-60] . Given the exceptional circumstances in the world, especially the tourist countries close to Iraq, the option of strategic alliance seems possible and easy solution in order to enter quickly and efficiently and exploit the opportunity as the global tourism market at the regional level suffers from security and political turmoil, so the strategic alliance will be able The Organization shall benefit from the following points:

1. Get the required experience quickly and easily.
2. Overcome the obstacles and challenges that need more time and take thinking and long and exhausting solutions.
3. Transfer of technology required from abroad and achieve integration with the latest technology global technology.
4. Adoption of creativity and innovation, new ideas and services that contribute to the high efficiency and quality of services provided.
5. The promotion of advertising and expensive, which requires a large budget and work great to reach the global definition of the world, through the reliance on the technology of advertising to the evolving partner organization, which must be known globally and is characterized by the rapid dissemination of publicity for the site globally and efficiently.
6. Openness to the world's countries commercially, culturally, technologically and politically.
7. Rapid adaptation to the global market under the dealings and credibility of the allied organization.

Sixth: Proposals to exploit the ancient city of Ur

The following proposals represent strategic proposals for the historical and systematic use of the historical city of Orr in order to achieve an integrated vision of the requirements for exploiting opportunities and facing challenges, through the following proposals:

Develop a strategy for tourism development in Nasiriyah Governorate, especially in the historical city of Ur

The government and its affiliated departments, represented by the Ministry of Tourism and its organizations and institutions, have to

develop a strategy for tourism development in Nasiriyah Governorate, especially in the historical city of Or, through consultation and understanding and presenting creative ideas with the ministries of tourism and all concerned parties [60-63]. To be short-term to exploit the conditions conducive to the exploitation of the site and not to waste time, in which the basic projects that must be implemented in the short term, Based on objectives that are in line with the reality of reviving the heritage of the site and the specialized advantages of tourism at the local and global level. These understandings and shared views based on scientific and specialized strategic analysis of the environment of the city of Orr would be a guarantee for the success of the strategy aimed at upgrading the tourist city locally and globally [64].

Work on developing infrastructure and maximizing the tourism identity of Nasiriyah Governorate

Through the expansion of tourism and to establish the features of the tourism industry as a well-established and sustainable industry, while taking care of the cultural, social, economic, administrative and marketing aspects and taking it into consideration. Although the governorate of Nasiriyah, And its affiliated cities, especially the city of Ur archaeological sites contain tourist attractions, but most of them are gradually fade and neglect. Such as in the marshes, overfishing of migratory birds, and the failure to establish strict laws against environmental destruction. It is therefore the duty of the Government and the Ministry of Tourism, in particular, to develop plans and priorities for projects that preserve and improve the tourist environment and tourist attractions, and to establish museums that specialize in archaeological sites, Such as the creation of a museum in the historic city of Orr contains all the traces of the city, and is known to visitors in an integrated manner. As well as the establishment of hotels and facilities for meetings, festivals and shopping centers [65-68]. As well as the provision of an integrated system of paved roads that reach the airports in Dhi Qar and the city of Or, as airports are the main nerve on which the tourism industry depends and is the first factor that takes the interest of tourists tourist facilities.

Human resources development

The province of Dhi Qar of the provinces that have sufficient human resources need to work, but they do not have opportunities, forcing them to migrate to other provinces, especially Baghdad for the purpose of obtaining employment opportunities[69-70]. To exploit these workers in the tourism industry, it is necessary to find specialized programs to train tourists, through the establishment of confidence and improve their perception of what they possess from the cultural heritage of tourism contributes to the manufacture of their career and financial future.

Creating a marketing vision that focuses on the local and international aspects

Where the archaeological city and the province in general lack tourism marketing. As there is no marketing vision for the province and the city in particular[71-74]. This requires the construction of a database containing all the features of the tourist city and put it by all means, especially through the Internet. For the purpose of promoting the tourist site for all countries of the world [75].

Expand all traditional and traditional industries related to the tourism industry

As well as the manufacture of antique boats that are still used in the same way since the Sumerian civilization and until now, as well as the manufacture of traditional hand-made yarn and others. Therefore, all traditional and traditional industries related to the tourism industry should be expanded to achieve development that will have an economic and social impact on the people of the province [76-79].

Establishment of a tourism institution in the historical city of Ur

Supervises the development of tourist plans in all its details and projects for the province, especially the city of Ur, follow-up, control and evaluation of tourism bodies and companies, and set the time details of the commitment [80-82].

Environment protection

Through the development of programs to protect and manage the environment in areas that will be exploited by tourists, such as marshes, water bodies and migratory birds, and follow up the procedures after implementation through studies and research.

Rely on strategic alliances

The study of the reality of the province, especially the historical city of Ur and the need to keep pace with the huge development in the tourism industry regionally and globally, it becomes clear difficulties facing the exploitation process, which need for a period of time in order to raise them to keep pace with the world [83]. Therefore, the concerned parties have options to reduce time in the event of worsening difficulties or lack of tools to develop them, they must rely on strategic alliances, which is a successful way to bring innovation, development and technology quickly and keep pace with the modern world based on the experiences and mechanisms of allied organizations and that are related Efficiency and effectiveness in the field of tourism [84-86].

Results

The study reached a number of results, the most important of which are:

Cultural factors that constitute the cultural environment have strategic opportunities to be a destination for religious and cultural tourism locally and internationally. The city is the first place in the world known as Tawhid, the center of all Abrahamic religions, because it houses the house of Prophet Abraham, peace be upon him, the father of the prophets of unified religions, especially the three major religions (Islam, Christianity and Judaism). Therefore, Ur represents a sacred religious place, a kiss for the united believers' pilgrimage, and the missions that led to the house of the Prophet Ibrahim by local pilgrims and pilgrims from the world, especially the Vatican, are only proof that they will become important local and international tourism in the future if they are used efficiently and effectively.

Natural factors include strategic opportunities to attract local and global tourists looking for the beauty and uniqueness of nature by providing rare sites such as the marshes. Where the surrounding areas of the city of Or in the province of Nasiriyah, natural environment unique and very beautiful, as the marshes is one of the rare attractions in the world inhabited by a people still living as his ancestors lived in

the ancient Sumerian civilization. Traditional handicrafts are still practiced and are considered as a way and means of living, such as the construction of sheds and furniture from cane, and the korab, which they move in water, as well as what the local people enjoy with hospitality, generosity and good. All this made them forgotten and neglected by wars and governments that did not care about them.

Giving them opportunities in the political environment to be one of the places that embrace festivals and events to establish the foundations of tolerance, understanding and dialogue between religions. Thus contributing to the popularity of festivals tourism. Where the city is the most beautiful site agreed upon as the place to which each unified to God with a religious sanctity represented by the House of the Prophet of God and the place of worship of one God. It is a great opportunity to hold festivals, celebrations and meetings of different religions to bring together views and dialogue and establish peace and interfaith dialogue. Especially that the world is now living a crisis and a dangerous scourge of extreme terrorism, which takes the religion as a pretext to kill the other, which made political relations between countries tense and may reach the extent of armed clashes sometimes. Therefore, the ancient city represents a great opportunity to gather believers in the one God and the Father's prophet for all the prophets and to rebuild the political relations between the various countries.

Opportunities in the regional and international competitive environment are favorable to their entry into the global market. As the opening of tourism to Iraq and the arrival of the flow of tourists from various domestic and international tourists to high levels in the years following the occupation of Iraq by the coalition forces. Especially visitors to the holy areas of Najaf, Karbala, Samarra and the rest of the religious sites scattered in the Iraqi provinces, reached millions of local visitors, and exceeded the visitors from different countries hundreds of thousands, which indicates that the religious tourist is a good market for the historic city if prepared well to receive visitors. There are also tourists began to enter Iraq to discover the monuments and sites of heritage, because of Iraq's importance in all the curricula of the world, which examines the Sumerian civilization in Mesopotamia. Therefore, the city has opportunities to target the tourist, which aims at cultural tourism and learn about the culture and effects of the country, as well as the religious tourist, which provides the city a sacred religious desire represented by the Prophet Ibrahim peace be upon him.

Infrastructure is the biggest challenge facing the exploitation of the city, as there are no hotels, complexes and tourist facilities for the establishment and service of visitors and the absence of airports, which is the nerve of tourism, and the provision of security is one of the main challenges it faces, and technological factors of communication and information systems is another challenge facing it. In order to overcome these problems, there is an easy and quick way to hold temporary short-term alliances with organizations that have experience and advanced technology and successful management in the tourism work that will save time and effort and define the city globally. By means that may be difficult for Iraqi organizations. Over time, the organization that oversees the management of the ancient city of Ur can manage the city with the Iraqi hands, which will have gained experience and professionalism in the work of allied international organizations.

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