

RESEARCH ARTICLE

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# REQUIREMENTS FOR QUALIFYING HOTEL SERVICES FOR PEOPLE WITH SPECIAL NEEDS

## A FIELD STUDY ON ATHLETES WITH SPECIAL NEEDS IN THE CITY OF KARBALA

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### Abstract

Concern for people with special needs represents a recent global trend that embodies the new concepts of a responsible and sustainable hospitality industry. The study aims to identify the concepts of tourism for people with special needs and its importance, the types of tourists with special needs, explain the concept of hotel services for people with special needs and their types, and determine the reality of the requirements for qualifying services. Hotels for people with special needs. The study relied on the descriptive analytical approach and the survey approach in distributing the electronic questionnaire form to a random sample of athletes with special needs in the Sports City Hotel in Karbala in Iraq (46 items). The study concluded that there was a statistically significant correlation between the qualification requirements Hotel services for people with special needs and the quality of service provided according to the opinions of the study sample of sports guests at the Sports City Hotel in Karbala, and a set of recommendations were presented to raise the efficiency of hotel services to suit the requirements of people with special needs.

**Keywords** Tourism for people with special needs - facilitated tourism - hotel service - rehabilitation of hotel services.

### INTRODUCTION

Caring for people with special needs is one of the most essential responsible, ethical, and sustainable obligations of hotels, which now focus on providing access to all segments of society in light of the rights of all tourists to access hotel services without discrimination (UNWTO, 2016, p. 17). In this context, interest in tourism for people with special needs has recently increased, which is one of the modern global trends that has become of interest to many tourist countries (Musa, 2020, p. 83). The United Nations, in cooperation with the World Tourism Organization, approved in 1999

the World Code of Ethics and Tourism Ethics, which stipulated in Article 7 on the disabled to "facilitate and encourage tourism for people with disabilities and remove all obstacles that limit their participation in tourism activities, and consider the disabled as a regular tourist who has the right to obtain all his rights in practicing various tourism activities (Jawad and Mustafa, 2020, p. 224). Article 30 of the United Nations Convention on the Rights of Persons with Disabilities also specifies their right to obtain tourism services and enjoy access to tourism activities and participation In

entertainment, leisure, and sports activities (United Nations, 2016, p. 36).

Rehabilitating hotel services for people with special needs represents one of the leading modern trends in the hotel industry, which is no longer only concerned with providing recreational activities, accommodation, entertainment, food, and drink but has also become increasingly interested in giving satisfaction to the needs of tourists with disabilities, achieving comfort and satisfaction for them, increasing their attachment to the tourist destination, extending the length of stay, and repeating the visit (Omar, 2020, p. 43), which ensures the success of the tourist trip in general, enjoying tourist activities, achieving the quality of hotel service in particular, and fulfilling the humanitarian and ethical obligations of hotels (Mahmoud & Asad, 2020, p. 439).

In this context, the research discusses the reality of the requirements for rehabilitating hotel services for people with special needs in hotels in Karbala, which are applied to athletes with special needs.

First - The methodological framework of the study:

### **1 - The study problem:**

The study problem stems from the failure of hotel services in many hotels to keep pace with the requirements of guests with special needs, especially in light of the growing global interest in the access of hotel and tourism services to all members of society and making them available to all without discrimination, despite Iraq issuing some laws related to the care of people with special needs. Still, they may not be activated, not adequately applied, or not sufficient to satisfy the desires and needs of tourists with disabilities. In light of the close link between providing the requirements of tourists with special needs and activating the tourism and hospitality industry for its moral and sustainable responsibility, the essential way is to qualify hotels to provide

distinguished hotel services to guests with special needs.

The study problem is to answer the question: Do hotels in Karbala meet the requirements of sports guests with special needs for hotel services?

### **2 - The study hypothesis:**

According to the opinions of the study sample of sports guests at the Karbala Sports City Hotel, there is a statistically significant correlation between the requirements for qualifying hotel services for people with special needs and the quality of the service provided.

### **3 - Study objectives:**

3/1 Identifying tourism for people with special needs and other related concepts and their importance.

3.2 Identifying the types of tourists with special needs to determine their requirements.

3.3 Clarifying the concept of hotel services for people with special needs and their types.

3.4 Identifying the requirements for qualifying hotel services for people with special needs.

### **4. Importance of the study:**

The theoretical importance of the study is to increase awareness of the interest in tourists with special needs and to provide helpful information about the reality of tourism for people with special needs and the nature of hotel services offered to them, whether motor, auditory, or visual in hotels to facilitate access for people with disabilities and enjoy the various facilities and services provided in accommodation facilities. The practical importance of the study is also to identify the reality of hotel services offered to guests of athletes with special needs in Karbala, Iraq, and the extent to which these services are compatible with their requirements and the extent to which they satisfy their needs during the hotel stay, which contributes to stimulating tourism demand for this

type of tourism, which is growing global interest day after day.

### **5 - Study Methodology:**

The study used the descriptive analytical method to interpret the variables under study and the survey method to distribute the questionnaire form to a random sample of sports guests at the Karbala Sports City Hotel to collect field data.

### **6 - Study Limits:**

6/1 Spatial Limits: The research was applied at the Karbala Sports City Hotel in Iraq, which is classified as a four-star hotel with 75 rooms.

6/2 Time Limits: The questionnaire was distributed electronically from 5/1/2024 to 6/30/2024.

6/3 Human Limits: The research was applied to a random sample of 46 sports guests at Karbala City hotels.

### **7 - Previous studies:**

The study (Youssef et al. (2018) addressed the evaluation of services provided to people with special needs in the Egyptian tourist destination. They concluded the necessity of providing hotel services compatible with the characteristics of tourists with special needs and training workers to deal with this category. The study (Jawad & Mustafa, 2020) presented the tour guide's duties towards people with special needs during the tourist trip, a field study in tourism and travel companies in the holy city of Karbala. It concluded that there are no explicit activities for tourism for people with special needs in Iraq. Iraqi legislation was also limited to some specifications for hotel rooms for tourists with disabilities without describing the rest of the hotel departments. The study (Hawari & Khamat, 2020) discussed methods for achieving inclusive tourism for people with special needs, the Dubai experience as a model, an analytical study of the World Tourism

Competitiveness Report Davos, and concluded that the competitiveness of inclusive tourism for people with special needs in Algeria is weak compared to the experience of the Emirate of Dubai, which reflects the inadequacy of the requirements for adapting to the characteristics of people with disabilities, due to the weakness of the qualified infrastructure, and the lack of legislation to enable people with special needs to Practice various tourism activities.

The study (Moris et al., 2021) addressed the impact of disability models on trends toward accessible tourism. It concluded that training and raising workers' awareness together represent the most critical factors influencing the improvement of the quality of the tourism experience for tourists with special needs in Egypt. The study (El Shamy et al., 2021) presented the activation of accessible tourism in Egypt using Internet of Things technology. It reached the development of methods to attract tourists with disabilities to the Egyptian tourist destination and facilitate their participation in tourism activities and events to enhance the tourism experience. The study (Abdel Salam, 2023) addressed measuring the impact of people with disabilities' satisfaction with the tourism services provided to them on their integration into the tourism market. It concluded that there is a correlation between providing appropriate tourism services to tourists with special needs and achieving satisfaction with the tourism service. Second - The theoretical aspect of the study:

#### **1 - Tourism for people with special needs:**

##### **1/1 Concepts of tourism for people with special needs:**

Iraqi Law No. 38 of 2013 specified some definitions for people with disabilities and special needs, where it defined disability as "any restriction or lack of a person's ability resulting from the inability to perform interaction with the

environment within the normal range of an average person. It also defined a person with a disability as a person who has entirely or partially lost his ability to participate socially like ordinary people due to his physical, mental, or sensory impairment. It also defined a person with special needs as "someone who has a deficiency in performing his tasks and role compared to his peers in age or environment such as education, sports, vocational training or family relations (Iraqi Events, 2013, p. 37).

The term tourism for people with special needs appeared at the beginning of the third millennium, reflecting the spread of laws prohibiting discrimination against disability in tourism, especially in the United States, France, Australia, and Britain, to facilitate daily and living activities and related services for people with special needs, due to its economic and social returns (Musa, 2020, p. 85).

Tourism for people with special needs is known by several terms, including accessible tourism, inclusive tourism, or tourism available to all, and can be identified in the following:

The term accessible tourism refers to tourism that is accessible to all people, including people with special needs or those with permanent disabilities (motor, hearing, visual, or cognitive), or those with temporary disabilities (psychological, mental, and social) (El Shamy, et.al., 2021, p. 67).

Inclusive tourism represents a set of tourism services and facilities that enable tourists with special needs, including the elderly, to practice tourism activities and spend recreational holidays without organizational obstacles that hinder them from overcoming the physical, mental, or psychological challenges they face (Hawari and Khamat, 2020, p. 4).

Tourism accessible to all is defined as the tourism pattern that includes cooperation between

stakeholders in tourism institutions and facilities, allowing tourists with special needs (motor, auditory, visual, and cognitive) to access tourism products and services (Nadi & Maghat, 2022, p. 13).

All these terms refer to special needs tourism, which represents the ongoing effort to qualify public and private tourist destinations to be accessible to all groups, regardless of disability restrictions (Linderová, 2015, p. 33), as it means enabling tourists with disabilities to travel, rest, relax and interact socially in a tourist experience to visit new places (Mustafa & Khayat, 2020, p. 9). It is also known according to the Australian Tourism Organization as the tourism pattern that includes enabling tourists with disabilities to enjoy and entertain independently based on justice and dignity by providing appropriate tourism products and services and providing them with the appropriate climate in terms of mobility, hearing, vision and cognitive dimensions (Jawad, 2022, p. 43).

1/2: The importance of tourism for people with special needs

The importance of tourism for people with special needs is as follows:

- About 15% of the world's population suffers from total or partial disability, and this increasing number needs health, social, and psychological care and empowerment in society in all its activities and practices (WTO, 2022, p. 1).

Tourism for people with special needs includes a large segment of high-income tourists, whose spending rate is between 30% and 200% higher than the average tourist's (Al-Alam & Bin Saud, 2019, p. 64).

- Special needs tourism contributes about 10% of global tourism income (study (Hawari & Khamat, 2020, p. 2).

- Developing tourism economic activities,

increasing national income, raising the population's standard of living, and preparing the economic climate to accommodate all segments of society (Girgis, 2017, p. 80).

Recreational services help tourists with special needs interact socially, bond with society, develop self-confidence and eliminate ethnic, religious, and class differences (Kazem, 2013, p. 57).

- Respecting differences and accepting people with special needs as part of human diversity and human nature and their freedom to self-reliance, equal opportunities, and equality (United Nations, 2016, p. 10).

- Ensuring the achievement of human rights, freedom of movement, choice, and the practice of activities that benefit society (Kaganek et al., 2017, p. 126).

- Indirect activation of family tourism is essential for encouraging domestic tourism and achieving economic and social development in the tourist country (Omar, 2020, p. 43).

Practicing tourism activities contributes to improving the health and mood of tourists with special needs, which helps develop social relations (Jawad, 2022, p. 44).

- Improving the physical and service infrastructure helps achieve the requirements of comprehensive development and sustainable tourism planning for the benefit of all segments of society (Ibrahim, 2022, p. 220).

- Improving the mental image and reputation of the institution by providing its services to all types of tourists without discrimination, which increases the market share and achieves the competitiveness of hotels (Al-Madour, 2022, p. 36).

1/3 Types of tourists with special needs:

(Mahmoud and Asad, 2020, p. 451) Identified the types of tourists with special needs as follows:

- Tourists with motor disabilities, including types

of muscular, skeletal, and neurological disabilities and chronic diseases.

- Tourists with visual disabilities, including blindness, hysterical blindness, and temporary and acquired blindness.

- Tourists with hearing disabilities, including deaf and hard of hearing.

- Tourists with speech disabilities, including muteness, dysarthria, stuttering, and language delay.

- Tourists with psychological disabilities, including anxiety, fear, nervousness, and obsession.

- Tourists with social disabilities, including racial discrimination, bullying, addiction, and social maladjustment.

- Tourists with mental disabilities, including autism, mental retardation, and mental insanity.

- Tourists with temporary disabilities, including skin and chest diseases and limb fractures.

2 - Hotel services for people with special needs:

2/1 Definition of hotel services for people with special needs:

Hotel services are intangible activities that seek to satisfy the desires of tourists and provide them with accommodation needs in exchange for paying a sum of money. These services include accommodation facilities, food, tourist equipment, entertainment, and amusement (Abdel Salam, 2023, p. 67). As for hotel services for people with special needs, they are preparing the hotel accommodation environment to meet the needs of all types of tourists with different needs, including marketing, facilitating reservations, transportation, accommodation, food, activities, and events in tourist attractions (International Labor Organization, 2016, p. 5). Hotel services for people with special needs include coordinated hotel operations to employ all professional, social, psychological, and medical services to enable



tourists with disabilities to adapt to the natural and social environment and achieve the maximum functional interaction with hotel services (Mahmoud Wasad, 2020, p. 450).

2/2 Types of hotel services for people with special needs:

The types of hotel services for people with special needs are classified into three types of hotel facilities (Aziz & Amin, 2013, p. 134):

**Motor facilities:** These are for tourists with mobility disabilities who use wheelchairs or walking aids, and these facilities include elevators, ramps, shelves, and low tables.

**Sensory facilities:** These are for tourists with hearing or visual disabilities. They include audio amplification systems, guidance, identification cards, and tactile signs.

**Communication facilities:** These are for tourists with disabilities who are unable to comprehend words and lines. They include communication facilities for short text messages, closed-circuit radio, and audio communications for the visually impaired or blind.

The World Tourism Organization also identified the types of services provided to people with special needs as follows:

**Advertising and promotion:** This includes promotional and marketing practices targeting tourism for people with special needs and providing information and data related to its services at the international and local levels.

**Staff and tour guides:** Hotel workers must be prepared to deal with groups of tourists with disabilities, provide guidance and psychological services, and address the problems facing this group of tourists (Ovrieu et al., 2018, p.515).

Collective facilities include parking lots, hotel entrances, reception halls, corridors, rooms, bathrooms, and restaurants designed for tourists

with special needs.

Facilitating facilities include transportation, recreational activities, and entertainment with audio, written, and tangible guidance means (Al-Zahrani, 2022, p. 222).

2/3 Qualifying hotel services for people with special needs:

Qualifying hotel services provided to people with special needs means providing all means, tools, equipment, and facilities that are provided to tourists who are unable to deal with tourism activities without social care, including people with special needs (Kazem, 2013, p. 10), and this includes providing the following requirements:

2/3/1 Marketing and promotional requirements:

Includes practicing all marketing and promotional efforts to introduce tourism for people with special needs and using globally unified symbols, logos, and signs in hotel facilities and tourist areas to be understood by all tourists with disabilities (Ovrieu et al., 2018, p. 510), and hotels also provide communication means designed for people with special needs and linked to a particular department that communicates with the hotel management to provide urgent needs for people with disabilities and invite members of charitable associations, project and initiative employees and individuals appointed to people with disabilities to provide facilitated tourism accommodation services (Girgis, 2017, p. 85).

2/3/2 Legal and technical requirements:

Iraqi law has set some requirements for the care of people with special needs in tourism, especially in first, second, and first-class hotels, as it stipulates the allocation of 2% of the total number of hotel rooms for tourists with disabilities and the rehabilitation of the room entrance to facilitate the entry of wheelchairs, with the placement of tubular supports in the entrance and bathrooms to help the tourist move, with the lighting and

communication equipment being equipped in a low position that is within reach (Iraqi Facts, 2005, p. 13). These specifications include that the width of the room entrance should not be less than 100 cm, the height of the window sill should not exceed 61 cm above ground level, and the height of the shelves and the height of the lighting switches and devices should not exceed 113 cm. There should also be a floor space for the wheelchair to rotate, not less than 90 cm (Jawad & Mustafa, 2020, p. 226), in addition to the spaciousness of the hotel hall, and the height of the front reception desks should not exceed 86.4 cm. A depth of 45.9 cm, and the front space ranges between 66.2 And 76.2 cm (Youssef and others, 2018, p. 164). It also includes rehabilitating parking lots for cars and vehicles for tourists with disabilities and allocating elevators designed in a way that suits serving this category (Ibrahim, 2022, p. 222).

### 3. Economic requirements:

The accommodation cost represents a competitive advantage that helps tourists with special needs to prefer tourist destinations that provide hotel services at a simple and affordable cost (Aydin & Karamehmet, 2017, p. 20).

### 2/3/4 Recreational and sports requirements:

This means that hotels provide many recreational and sports services suitable for people with special needs, including the rehabilitation of sports rooms and sports fields, golf courses, parks, diving, skiing, and recreational activities (Al-Madour, 2022, p. 42). These services aim to achieve psychological satisfaction for tourists with disabilities and develop their abilities and readiness to enjoy tourist activities during their stay at the hotel (Abdul Salam, 2023, p. 67).

### 2/3/5 Social and psychological requirements:

Security, safety, and political stability are among the motivations of tourists with special needs that provide psychological and mental comfort (Abdelfattah, 2016, p. 12). It also requires providing tour guides who can deal effectively with tourists with disabilities using sign language and Braille writing (Gillovic et al., 2018, p. 527) and allocating professional cadres and qualified human resources to deal with tourists with special needs (Jawad, 2022, p. 44). Third - The applied aspect of the study:

### 1 - Field study methodology:

#### 1/1 Design of the questionnaire form:

The questionnaire form was designed to be the study tool for collecting field data, as it consisted of (41) questions divided into personal data (4) questions and objective data (37) questions, divided into six axes. The first axis relates to marketing and promotional requirements (6) questions, the second axis is technical requirements (10) questions, the third axis is economic requirements (4) questions, the fourth axis is recreational and sports requirements (6) questions, the fifth axis is social and psychological requirements (5) questions, and the sixth axis is the quality of hotel service provided to athletes with special needs (6) questions.

#### 1/2 Scale for answering the questionnaire questions:

The Scale for answering the questionnaire questions was formulated according to the five-point Likert scale, where five options were identified, which are (never - rarely - sometimes - often - always), and the Scale was classified as follows Table (1):

Table (1) Scale for answering the questionnaire questions

| <b>Always</b> | <b>Mostly</b> | <b>Sometimes</b> | <b>Scarcely</b> | <b>Never</b> | <b>Classification</b> |
|---------------|---------------|------------------|-----------------|--------------|-----------------------|
| <b>5</b>      | <b>4</b>      | <b>3</b>         | <b>2</b>        | <b>1</b>     | <b>Grade</b>          |

|             |             |           |            |           |       |
|-------------|-------------|-----------|------------|-----------|-------|
| 5.00 – 4.20 | 4.20 – 3.40 | 3.40-2.60 | 2.60- 1.80 | 1.80-1.00 | Range |
|-------------|-------------|-----------|------------|-----------|-------|

3. Validity and reliability tests for the questionnaire:

Pearson's correlation coefficient was used between each paragraph and the average of the

answers to the axis to which it belongs to measure the validity of internal consistency and to identify the extent of the questionnaire's validity to measure what it was designed to measure, using the statistical program (SPSS, V.24).

Table (2) Validity of internal consistency using Pearson's correlation coefficient for questionnaire questions

| Statistical Significance                                | Correlation Coefficient | Paragraph                                                                                                                                           | N. |
|---------------------------------------------------------|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>Axis One: Marketing and Promotional Requirements</b> |                         |                                                                                                                                                     |    |
| 0.000                                                   | 0.765**                 | The hotel allocates tourism programs and services designed for athletes with special needs                                                          | 1  |
| 0.000                                                   | 0.671**                 | Advertisements are provided that promote the hotel services provided by the hotel for athletes with special needs                                   | 2  |
| 0.000                                                   | 0.852**                 | The hotel has tourist publications and brochures written in Braille for people with special needs                                                   | 3  |
| 0.000                                                   | 0.633**                 | The hotel uses internal radio to broadcast promotional messages for people with special needs                                                       | 4  |
| 0.000                                                   | 0.785**                 | Marketing campaigns target the category of sports tourists with special needs in tourist markets                                                    | 5  |
| 0.000                                                   | 0.882**                 | The hotel is keen to sponsor sporting events as part of social and sustainable responsibility.                                                      | 6  |
| <b>Axis : Technical requirements Second</b>             |                         |                                                                                                                                                     |    |
| 0.000                                                   | 0.772**                 | The hotel provides transportation for athletes with special needs                                                                                   | 7  |
| 0.000                                                   | 0.698**                 | There are parking spaces designated for athletes with special needs                                                                                 | 8  |
| 0.000                                                   | 0.882**                 | The hotel provides the necessary equipment and devices to serve athletes with special needs, such as wheelchairs, walking sticks and audio services | 9  |
| 0.000                                                   | 0.661**                 | There are signs using international signs and symbols for athletes with disabilities                                                                | 10 |
| 0.000                                                   | 0.882**                 | The hotel corridors are sloped to facilitate the movement of strollers for people with special needs                                                | 11 |
| 0.000                                                   | 0.644**                 | The reception desks are equipped with the appropriate means and tools to receive athletes with special needs                                        | 12 |
| 0.000                                                   | 0.872**                 | The hotel has rooms specially equipped for athletes with special needs                                                                              | 13 |
| 0.000                                                   | 0.671**                 | The hotel bathrooms are designed to suit athletes with special needs                                                                                | 14 |



|                                                                                   |         |                                                                                                                       |    |
|-----------------------------------------------------------------------------------|---------|-----------------------------------------------------------------------------------------------------------------------|----|
| 0.000                                                                             | 0.895** | The elevators and escalators are designed to suit athletes with special needs                                         | 15 |
| 0.000                                                                             | 0.883** | The hotel restaurant is equipped to receive athletes with special needs                                               | 16 |
| <b>Axis: Economic Requirements Third</b>                                          |         |                                                                                                                       |    |
| 0.000                                                                             | 0.751** | The hotel is committed to allocating a certain percentage of rooms for people with special needs                      | 17 |
| 0.000                                                                             | 0.776** | The hotel offers discounts on the reservation price for athletes with special needs                                   | 18 |
| 0.000                                                                             | 0.669** | Discount offers are allocated to associations for the care of people with special needs and sports clubs              | 19 |
| 0.000                                                                             | 0.825** | The hotel uses part of its profits to support activities directed at tourism for athletes with special needs          | 20 |
| <b>Axis Four: Recreational and Sports Requirements</b>                            |         |                                                                                                                       |    |
| 0.000                                                                             | 0.812** | The hotel offers entertainment programs dedicated to athletes with special needs                                      | 21 |
| 0.000                                                                             | 0.611** | The hotel provides tours dedicated to athletes with special needs                                                     | 22 |
| 0.000                                                                             | 0.602** | The hotel offers theatrical and entertainment shows suitable for athletes with special needs                          | 23 |
| 0.000                                                                             | 0.651** | The hotel has a gym equipped to serve athletes with special needs                                                     | 24 |
| 0.000                                                                             | 0.692** | The hotel provides sports trainers to serve athletes with special needs                                               | 25 |
| 0.000                                                                             | 0.643** | The hotel has a media center and a conference hall equipped for people with special needs                             | 26 |
| <b>Axis Five: Social and Psychological Requirements</b>                           |         |                                                                                                                       |    |
| 0.000                                                                             | 0.662** | The hotel has medical support services for athletes with special needs                                                | 27 |
| 0.000                                                                             | 0.621** | The hotel has specialists to provide psychological support for athletes with special needs                            | 28 |
| 0.000                                                                             | 0.692** | The hotel has qualified human cadres to deal with all types of motor, sensory and cognitive disabilities for athletes | 29 |
| 0.000                                                                             | 0.611** | The hotel provides tourist guidance services that accompany athletes with special needs during tourist tours          | 30 |
| 0.000                                                                             | 0.692** | Hotel employees are trained to deal with athletes with special needs                                                  | 31 |
| <b>Axis Six: Quality of hotel service provided to athletes with special needs</b> |         |                                                                                                                       |    |
| 0.000                                                                             | 0.792** | The hotel services provided to athletes with special needs are consistent with the promises announced by the hotel    | 32 |
| 0.000                                                                             | 0.851** | The hotel services provided are consistent with the expectations of athletes with special needs                       | 33 |
| 0.000                                                                             | 0.897** | The prices of the hotel services provided are suitable for all categories of athletes with special needs              | 34 |

|       |         |                                                                                                                                                             |    |
|-------|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 0.000 | 0.661** | There is a specific system for receiving complaints from athletes with special needs during the hotel stay and working to quickly resolve them              | 35 |
| 0.000 | 0.692** | The satisfaction of athletes with special needs with the hotel services provided is measured at the end of the stay using a questionnaire suitable for them | 36 |
| 0.000 | 0.662** | The hotel considers the services it provides to athletes with special needs a competitive advantage that achieves a good reputation for the hotel           | 37 |

It is clear from Table (2) that all Pearson correlation coefficients between each paragraph of the questionnaire axes and the average responses to the axis to which the paragraph belongs

appeared statistically significant at the 0.01 level, which indicates the existence of a high degree of internal consistency for the questionnaire form paragraphs. Table (3) Cronbach's alpha reliability coefficient for the questionnaire form axes

| Cronbach's Alpha Coefficient | Number of paragraphs | Title                                                            | Axis   |
|------------------------------|----------------------|------------------------------------------------------------------|--------|
| 0.820                        | 6                    | Marketing and promotional requirements                           | First  |
| 0.822                        | 10                   | Technical requirements                                           | Second |
| 0.862                        | 4                    | Economic requirements                                            | Third  |
| 0.881                        | 6                    | Entertainment and sports requirements                            | Fourth |
| 0.875                        | 5                    | Social and psychological requirements                            | Fifth  |
| 0.788                        | 6                    | Quality of hotel service provided to athletes with special needs | Sixth  |
| 0.841                        | 37                   | <b>Questionnaire Sentence</b>                                    |        |

Cronbach's Alpha coefficient was used to measure the stability of the scale in the questionnaire form and verify its stability using the statistical program (SPSS, V.24). Table (3) shows the high values of Cronbach's Alpha coefficient for all axes of the questionnaire form, which consisted of 37 questions, reaching 0.841, indicating a high degree of stability of the questionnaire form.

1/4 Determining the size of the study sample:

The simple random sample method was used to determine the size of the study sample of sports guests at the Karbala Sports City Hotel according to

Moser's law, which states:

$$N D = P^2 / (P S D)^2$$

where N D is the size of the sample to be measured, and P S D is the confidence limit or the degree of significance.

P = the standard deviation, P S = the confidence limit or the degree of significance for the arithmetic mean of the study community / the confidence level, assuming that the standard deviation of the study community = 7.

The degree of significance = 2, and the confidence level = 95 (1.96).

So,  $S = \text{significance level} / \text{confidence level} = 2 / 1.96 = 1$ .

$N D = (7)^2 / (1)^2 = 49 / 1 = 49$ .

To approximate the number, 50 questionnaires were distributed, and after excluding four

questionnaires due to incomplete data, statistical analysis was conducted for 46 valid questionnaires.

2 - Statistical analysis of the questionnaire:

2/1 Personal data:

Table (4) Distribution of study sample individuals according to personal data.

| Sma | Percentage | Repetition | Response                           | Variable       |
|-----|------------|------------|------------------------------------|----------------|
| 1.3 | 82.6       | 38         | Male                               | Gender         |
|     | 17.4       | 8          | Female                             |                |
| 2.4 | 13.0       | 6          | Less than 25                       | Age            |
|     | 58.7       | 27         | From 25 to less than 35            |                |
|     | 26.1       | 12         | From 35 to less than 45            |                |
|     | 2.2        | 1          | 45 years and older                 |                |
| 2.2 | 10.9       | 5          | Less than 3 days                   | Visit Duration |
|     | 58.7       | 27         | From 3 days to less than a week    |                |
|     | 23.9       | 11         | From a week to less than two weeks |                |
|     | 6.5        | 3          | More than two weeks                |                |
| 1.8 | 23.9       | 11         | Once                               | Repeat Visit   |
|     | 54.3       | 25         | Twice                              |                |
|     | 15.2       | 7          | Three times                        |                |
|     | 6.5        | 3          | More than three times              |                |

Table (4) shows the personal data of the study sample, where the number of males was 38 individuals, representing 82.6%. The number of females was eight individuals, representing 17.4%, and the arithmetic mean was 1.3. The prevailing age group was from 25 to less than 35 years, with 27 individuals, representing 58.7%, and came in second place from 35 to less than 45 years, with 12 individuals, representing 26.1%, and came in third place less than 25 years, with six individuals, representing 13%, and came in fourth place 45 years and over, with one individual, representing 2.2%, and the arithmetic mean was 2.4. The duration of the visit showed that the prevailing category was from 3 days to less than a week with 27 individuals at a rate of 58.7%, and came in second place from a week to less than two weeks

with 11 individuals at a rate of 23.9%, and came in third place more than two weeks with three individuals at a rate of 6.5%, and came in fourth place less than three days with five individuals at a rate of 10.9%, and the arithmetic average was 2.2.

In terms of the frequency of the visit, it came in first place twice with 25 individuals at a rate of 54.3%, and came in second place once with 11 individuals at a rate of 23.9%, and came in third place three times with seven individuals at a rate of 15.2%, and came in fourth place more than three times with three individuals at a rate of 6.5%, and the arithmetic average was 1.8.

2.2 Statistical analysis of objective data:

First axis: Marketing and promotional requirements:

Table (5) Distribution of study sample individuals according to their opinion on marketing and promotional requirements

| Standard Deviation | SMA | Always | Mostly | Sometimes | Scarcely | Never |            | Phrase                                                                                                            |
|--------------------|-----|--------|--------|-----------|----------|-------|------------|-------------------------------------------------------------------------------------------------------------------|
| 0.58               | 3.0 | 0      | 6      | 35        | 3        | 2     | Repetition | The hotel allocates tourism programs and services designed for athletes with special needs                        |
|                    |     | 0.0    | 13.0   | 76.1      | 6.5      | 4.3   | %          |                                                                                                                   |
| 0.76               | 2.6 | 0      | 4      | 27        | 10       | 5     | Repetition | Advertisements are provided that promote the hotel services provided by the hotel for athletes with special needs |
|                    |     | 0      | 8.7    | 58.7      | 21.7     | 10.9  | %          |                                                                                                                   |
| 0.83               | 3.0 | 1      | 15     | 18        | 10       | 2     | Repetition | The hotel has tourist publications and brochures written in Braille for people with special needs                 |
|                    |     | 2.2    | 32.6   | 39.1      | 21.7     | 4.3   | %          |                                                                                                                   |
| 0.87               | 2.5 | 1      | 5      | 15        | 22       | 3     | Repetition | The hotel uses internal radio to broadcast promotional messages for people with special needs                     |
|                    |     | 2.2    | 10.9   | 32.6      | 47.8     | 6.5   | %          |                                                                                                                   |
| 0.69               | 2.8 | 0      | 3      | 32        | 9        | 2     | Repetition | Marketing campaigns target the category of                                                                        |
|                    |     | 0.0    | 6.5    | 69.6      | 19.6     | 4.3   | %          |                                                                                                                   |

|      |      |                      |     |      |      |     |            |                                                                                               |
|------|------|----------------------|-----|------|------|-----|------------|-----------------------------------------------------------------------------------------------|
|      |      |                      |     |      |      |     |            | sports tourists with special needs in tourist markets                                         |
| 0.81 | 2.7  | 2                    | 3   | 22   | 17   | 2   | Repetition | The hotel is keen to sponsor sporting events as part of social and sustainable responsibility |
|      |      | 4.3                  | 6.5 | 47.8 | 37.0 | 4.3 | %          |                                                                                               |
|      | 2.76 | Overall Axis Average |     |      |      |     |            |                                                                                               |

Table (5) shows the opinions of the study sample regarding marketing and promotional requirements, as the neutral answers to the following paragraphs in order were shown. The paragraph “The hotel allocates tourism programs and services designed for athletes with special needs” came in first place, as well as the paragraph “The hotel provides tourist publications and brochures written in Braille for people with special needs” with an arithmetic mean of 3.0. The paragraph “Marketing campaigns target the category of sports tourists with special needs in tourism markets” came in second place with an arithmetic mean of 2.8. The paragraph “The hotel

is keen to sponsor sporting events as part of social and sustainable responsibility” came in third place with an arithmetic mean of 2.7. The paragraph “Advertisements promoting the hotel services provided by the hotel to athletes with special needs” came in fourth place with an arithmetic mean of 2.6, while the study sample did not agree with the paragraph that came in fifth place “The hotel uses internal radio to broadcast promotional messages for people with special needs” with an arithmetic mean of 2.5. The standard deviation values indicate the dispersion of the study sample’s answers. Second axis: Technical requirements:

**Table (6) Distribution of study sample members according to their opinion on technical requirements.**

| Standard Deviation | SMA | Always | Mostly | Sometimes | Scarcely | Never |            | Phrase                                                            |
|--------------------|-----|--------|--------|-----------|----------|-------|------------|-------------------------------------------------------------------|
| 1.30               | 3.5 | 14     | 12     | 12        | 2        | 6     | Repetition | The hotel provides transportation for athletes with special needs |
|                    |     | 30.4   | 26.1   | 26.1      | 4.3      | 13.0  | %          |                                                                   |
| 1.10               | 3.3 | 6      | 18     | 14        | 3        | 4     | Repetition | There are parking spaces designated                               |
|                    |     | 15.2   | 39.1   | 30.4      | 6.5      | 8.7   | %          |                                                                   |



|      |     |      |      |      |      |      |            |                                                                                                                                                     |
|------|-----|------|------|------|------|------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
|      |     |      |      |      |      |      |            | for athletes with special needs                                                                                                                     |
| 1.00 | 3.6 | 7    | 22   | 12   | 2    | 3    | Repetition | The hotel provides the necessary equipment and devices to serve athletes with special needs, such as wheelchairs, walking sticks and audio services |
|      |     | 15.2 | 47.8 | 26.1 | 4.3  | 6.5  | %          |                                                                                                                                                     |
| 0.75 | 3.0 | 1    | 7    | 30   | 6    | 2    | Repetition | There are signs using international signs and symbols for athletes with disabilities                                                                |
|      |     | 2.2  | 15.2 | 65.2 | 13.0 | 4.3  | %          |                                                                                                                                                     |
| 1.20 | 3.1 | 6    | 16   | 12   | 4    | 8    | Repetition | The hotel corridors are sloped to facilitate the movement of strollers for people with special needs                                                |
|      |     | 13.0 | 34.8 | 26.1 | 8.7  | 17.4 | %          |                                                                                                                                                     |
| 1.10 | 3.1 | 3    | 17   | 14   | 5    | 7    | Repetition | The reception desks are equipped with the appropriate means and tools to receive athletes with                                                      |
|      |     | 6.5  | 37.0 | 30.4 | 10.9 | 15.2 | %          |                                                                                                                                                     |

|      |      |                      |      |      |      |      |            |                                                                               |
|------|------|----------------------|------|------|------|------|------------|-------------------------------------------------------------------------------|
|      |      |                      |      |      |      |      |            | special needs                                                                 |
| 1.20 | 3.4  | 14                   | 12   | 5    | 7    | 8    | Repetition | The hotel has rooms specially equipped for athletes with special needs        |
|      |      | 30.4                 | 26.1 | 10.9 | 15.2 | 17.4 | %          |                                                                               |
| 1.10 | 2.7  | 2                    | 10   | 21   | 3    | 10   | Repetition | The hotel's bathrooms are designed to suit athletes with special needs        |
|      |      | 4.3                  | 21.7 | 45.7 | 6.5  | 21.7 | %          |                                                                               |
| 0.90 | 3.0  | 3                    | 8    | 23   | 10   | 2    | Repetition | The elevators and escalators are designed to suit athletes with special needs |
|      |      | 6.5                  | 17.4 | 50.0 | 21.7 | 4.3  | %          |                                                                               |
| 1.10 | 3.3  | 9                    | 21   | 10   | 3    | 3    | Repetition | The hotel's restaurant is equipped to receive athletes with special needs     |
|      |      | 19.6                 | 45.7 | 21.7 | 6.5  | 6.5  | %          |                                                                               |
|      | 3.20 | Overall Axis Average |      |      |      |      |            |                                                                               |

Table (6) shows the opinions of the study sample regarding the technical requirements, as it showed that the answers agreed with the following paragraphs in order. The paragraph "The hotel has the necessary devices and equipment to serve athletes with special needs, such as wheelchairs, walking sticks, and audio services" came in first place with an arithmetic mean of 3.6. The paragraph "The hotel has transportation facilities designated for athletes with special needs" came in second place with an arithmetic mean of 3.5. The

paragraph "The hotel has rooms specially equipped for athletes with special needs" came in third place with an arithmetic mean of 3.4. The answers were neutral in the following paragraphs in order. The paragraph "There are parking spaces designated for athletes with special needs" came in fourth place with an arithmetic mean of 3.3, and the paragraph "The hotel restaurant is equipped to receive athletes with special needs" with an arithmetic mean of 3.3. The paragraph "The hotel corridors are sloping to facilitate the movement of strollers for people with special needs" came in

fifth place with an arithmetic mean of 3.1, as well as the paragraph "The reception offices are equipped with the appropriate means and tools to receive athletes with special needs" with an arithmetic mean of 3.1. The paragraph "There are signs that use international signs and symbols for athletes with disabilities" came in sixth place with an arithmetic mean of 3.0, as well as the paragraph "Elevators and escalators are designed in a way

that suits athletes with special needs" with an arithmetic mean of 3.0. The paragraph "The hotel bathrooms are designed in a way that suits athletes with special needs" came in seventh place with an arithmetic mean of 2.7, and the standard deviation values indicate the dispersion of the study sample's answers.

Third axis: Economic requirements:

**Table (7) Distribution of study sample members according to their opinion on economic requirements.**

| Standard Deviation | SMA | Always | Mostly | Sometimes | Scarcely | Never |            | Phrase                                                                                                   |
|--------------------|-----|--------|--------|-----------|----------|-------|------------|----------------------------------------------------------------------------------------------------------|
| 0.82               | 2.7 | 0      | 7      | 23        | 13       | 3     | Repetition | The hotel is committed to allocating a certain percentage of rooms for people with special needs         |
|                    |     | 0.0    | 15.2   | 50.0      | 28.3     | 6.5   | %          |                                                                                                          |
| 0.90               | 2.8 | 1      | 8      | 22        | 12       | 3     | Repetition | The hotel offers discounts on the reservation price for athletes with special needs                      |
|                    |     | 2.2    | 17.4   | 47.8      | 26.1     | 6.5   | %          |                                                                                                          |
| 0.99               | 2.7 | 6      | 3      | 22        | 10       | 5     | Repetition | Discount offers are allocated to associations for the care of people with special needs and sports clubs |
|                    |     | 13.0   | 6.5    | 47.8      | 21.7     | 10.9  | %          |                                                                                                          |
| 1.10               | 2.1 | 1      | 8      | 6         | 13       | 18    | Repetition | The hotel uses part of its profits to                                                                    |
|                    |     | 2.2    | 17.4   | 13.0      | 28.3     | 39.1  | %          |                                                                                                          |

|  |      |                      |  |  |  |  |  |                                                                        |
|--|------|----------------------|--|--|--|--|--|------------------------------------------------------------------------|
|  |      |                      |  |  |  |  |  | support activities directed at tourism for athletes with special needs |
|  | 2.57 | Overall Axis Average |  |  |  |  |  |                                                                        |

Table (7) shows the opinions of the study sample on the economic requirements, as the neutral answers to the following paragraphs in order were shown. The paragraph "The hotel offers discounts on the reservation price for athletes with special needs" came in first place with an arithmetic mean of 2.8, and the paragraph "The hotel is committed to allocating a certain percentage of rooms for people with special needs" came in second place with an arithmetic mean of 2.7, as well as the paragraph "Discount offers are allocated to

associations for the care of people with special needs and sports clubs" with an arithmetic mean of 2.7, while the study sample did not agree with the paragraph that came in third place "The hotel uses part of its profits to support activities directed at tourism for athletes with special needs" with an arithmetic mean of 2.1, and the standard deviation values indicate the dispersion of the study sample's answers.

Axis Four: Recreational and Sports Requirements:

**Table (8) Distribution of study sample members according to their opinion on recreational and sports requirements.**

| Standard Deviation | SMA | Always | Mostly | Sometimes | Scarcely | Never |            | Phrase                                                                                 |
|--------------------|-----|--------|--------|-----------|----------|-------|------------|----------------------------------------------------------------------------------------|
| 1.40               | 3.2 | 1      | 8      | 20        | 12       | 5     | Repetition | The hotel offers entertainment programs dedicated to athletes with special needs       |
|                    |     | 2.2    | 17.4   | 43.5      | 26.1     | 10.9  | %          |                                                                                        |
| 1.40               | 3.2 | 12     | 8      | 10        | 10       | 6     | Repetition | The hotel provides tours dedicated to athletes with special needs                      |
|                    |     | 26.1   | 17.4   | 21.7      | 21.7     | 13.0  | %          |                                                                                        |
| 1.10               | 2.1 | 4      | 1      | 9         | 18       | 14    | Repetition | The hotel offers theatrical and entertainment shows suitable for athletes with special |
|                    |     | 8.7    | 2.2    | 19.6      | 39.1     | 30.4  | %          |                                                                                        |

|      |      |                      |      |      |      |     |            |                                                                                           |
|------|------|----------------------|------|------|------|-----|------------|-------------------------------------------------------------------------------------------|
|      |      |                      |      |      |      |     |            | needs                                                                                     |
| 0.94 | 3.1  | 2                    | 11   | 25   | 5    | 3   | Repetition | The hotel has a gym equipped to serve athletes with special needs                         |
|      |      | 4.3                  | 23.9 | 54.3 | 10.9 | 6.5 | %          |                                                                                           |
| 0.97 | 3.3  | 8                    | 20   | 13   | 3    | 2   | Repetition | The hotel provides sports trainers to serve athletes with special needs                   |
|      |      | 17.4                 | 43.5 | 28.3 | 6.5  | 4.3 | %          |                                                                                           |
| 0.65 | 3.4  | 24                   | 18   | 0    | 4    | 0   | Repetition | The hotel has a media center and a conference hall equipped for people with special needs |
|      |      | 52.2                 | 39.1 | 0.0  | 8.7  | 0.0 | %          |                                                                                           |
|      | 3.05 | Overall Axis Average |      |      |      |     |            |                                                                                           |

Table (8) shows the opinions of the study sample regarding the recreational and sports requirements, as it shows that the answers agreed with the paragraph that came in the first place, "The hotel has a media center and a conference hall equipped for people with special needs," with an arithmetic mean of 3.4. The answers were neutral in the following paragraphs: "The hotel provides sports trainers to serve athletes with special needs" came in second place with an arithmetic mean of 3.3. The paragraph "The hotel offers entertainment programs dedicated to sports guests with special needs" came in third place with

an arithmetic mean of 3.2, and "The hotel provides tourist tours dedicated to athletes with special needs" with an arithmetic mean of 3.2. The paragraph "The hotel has a gym equipped to serve athletes with special needs" came in fourth place with an arithmetic mean of 3.1. The study sample did not agree with the paragraph that came in fifth place, "The hotel offers theatrical and entertainment shows suitable for athletes with special needs," with an arithmetic mean of 2.1. The standard deviation values indicate the dispersion of the study sample's answers. Fifth axis: Social and psychological requirements:

**Table (9) Distribution of study sample members according to their opinion on social and psychological requirements.**

| Standard Deviation | SMA | Always | Mostly | Sometimes | Scarcely | Never |            | Phrase                |
|--------------------|-----|--------|--------|-----------|----------|-------|------------|-----------------------|
| 1.10               | 2.9 | 1      | 10     | 24        | 4        | 7     | Repetition | The hotel has medical |
|                    |     | 2.2    | 21.7   | 52.2      | 8.7      | 15.2  | %          |                       |



|      |      |                      |     |      |      |      |            |                                                                                                                       |
|------|------|----------------------|-----|------|------|------|------------|-----------------------------------------------------------------------------------------------------------------------|
|      |      |                      |     |      |      |      |            | support services for athletes with special needs                                                                      |
| 1.10 | 2.1  | 4                    | 2   | 8    | 17   | 15   | Repetition | The hotel has specialists to provide psychological support for athletes with special needs                            |
|      |      | 8.7                  | 4.3 | 17.4 | 37.0 | 32.6 | %          |                                                                                                                       |
| 0.90 | 2.5  | 3                    | 4   | 18   | 17   | 4    | Repetition | The hotel has qualified human cadres to deal with all types of motor, sensory and cognitive disabilities for athletes |
|      |      | 6.5                  | 8.7 | 39.1 | 37.0 | 8.7  | %          |                                                                                                                       |
| 0.82 | 2.8  | 2                    | 4   | 28   | 8    | 4    | Repetition | The hotel provides tourist guidance services that accompany athletes with special needs during tourist tours          |
|      |      | 4.3                  | 8.7 | 60.9 | 17.4 | 8.7  | %          |                                                                                                                       |
| 1.10 | 2.3  | 2                    | 4   | 13   | 15   | 12   | Repetition | Hotel staff are trained to deal with athletes with special needs                                                      |
|      |      | 4.3                  | 8.7 | 28.3 | 32.6 | 26.1 | %          |                                                                                                                       |
|      | 2.52 | Overall Axis Average |     |      |      |      |            |                                                                                                                       |

Table (9) shows the opinions of the study sample regarding the social and psychological requirements, as the answers were neutral to the paragraph that came in first place "The hotel has

medical services to support athletes with special needs" with an arithmetic mean of 2.6, and the paragraph came in second place "The hotel provides tour guidance services that accompany

athletes with special needs during tourist tours" with an arithmetic mean of 2.8, and the study sample did not agree with the paragraph in third place "The hotel has qualified human cadres to deal with all types of motor, sensory and cognitive disabilities for athletes" with an arithmetic mean of 2.5, and the paragraph came in fourth place "The hotel employees are trained to deal with athletes

with special needs" with an arithmetic mean of 2.31, and the paragraph came in fifth place "The hotel has specialists to provide psychological support to athletes with special needs" with an arithmetic mean of 2.1, and the standard deviation values indicate the dispersion of the study sample's answers. Sixth axis: Quality of hotel service provided to athletes with special needs:

**Table (10) Distribution of study sample members according to their opinion on the quality of hotel service provided to athletes with special needs.**

| Standard Deviation | SMA | Always | Mostly | Sometimes | Scarcely | Never |                   | Phrase                                                                                                             |
|--------------------|-----|--------|--------|-----------|----------|-------|-------------------|--------------------------------------------------------------------------------------------------------------------|
| 1.30               | 3.2 | 9      | 13     | 11        | 5        | 8     | <b>Repetition</b> | The hotel services provided to athletes with special needs are consistent with the promises announced by the hotel |
|                    |     | 19.6   | 28.3   | 23.9      | 10.9     | 17.4  | %                 |                                                                                                                    |
| 1.00               | 2.5 | 5      | 2      | 23        | 12       | 4     | <b>Repetition</b> | The hotel services provided are consistent with the expectations of athletes with special needs                    |
|                    |     | 10.9   | 4.3    | 50.0      | 26.1     | 8.7   | %                 |                                                                                                                    |
| 1.10               | 2.0 | 1      | 3      | 9         | 15       | 18    | <b>Repetition</b> | The prices of the hotel services provided are suitable for all categories of athletes with special needs           |
|                    |     | 2.2    | 6.5    | 19.6      | 32.6     | 39.1  | %                 |                                                                                                                    |

|      |      |                      |      |      |      |      |            |                                                                                                                                                             |
|------|------|----------------------|------|------|------|------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
|      |      |                      |      |      |      |      |            |                                                                                                                                                             |
| 0.89 | 2.1  | 1                    | 3    | 11   | 18   | 13   | Repetition | There is a specific system for receiving complaints from athletes with special needs during the hotel stay and working to quickly resolve them              |
|      |      | 2.2                  | 6.5  | 23.9 | 39.1 | 28.3 | %          |                                                                                                                                                             |
| 1.30 | 3.2  | 9                    | 13   | 11   | 4    | 9    | Repetition | The satisfaction of athletes with special needs with the hotel services provided is measured at the end of the stay using a questionnaire suitable for them |
|      |      | 19.6                 | 28.3 | 23.9 | 8.7  | 19.6 | %          |                                                                                                                                                             |
| 0.64 | 3.6  | 33                   | 9    | 0    | 4    | 0    | Repetition | The hotel considers the services it provides to athletes with special needs a competitive advantage that achieves a good reputation for the hotel           |
|      |      | 71.7                 | 19.6 | 0.0  | 8.7  | 0.0  | %          |                                                                                                                                                             |
|      | 2.76 | Overall Axis Average |      |      |      |      |            |                                                                                                                                                             |

Table (10) shows the opinions of the study sample on the quality of hotel services provided to athletes

with special needs, where the answers were in agreement with the paragraph that came in first place "The hotel considers the services it provides to athletes with special needs a competitive advantage that achieves a good reputation for the hotel" with an arithmetic average of 3.6, and the answers were neutral on the paragraph in second place "The hotel services provided to athletes with special needs are consistent with the promises announced by the hotel" with an arithmetic average of 3.2, as well as the paragraph "The satisfaction of athletes with special needs with the hotel services provided is measured at the end of the stay using a questionnaire suitable for them" with an arithmetic average of 3.2, and the study sample did not agree with the paragraph in third place "The hotel services provided are consistent with the expectations of athletes with special needs" with an arithmetic average of 2.5, and the

paragraph in fourth place came "There is a specific system for receiving complaints from athletes with special needs during the hotel stay and working to quickly resolve them" with an arithmetic average of 2.1, and the paragraph in fifth place came "The prices of hotel services provided are suitable for all categories of athletes with special needs" with an arithmetic average of 2.0, and the standard deviation values indicate the dispersion of the study sample's answers.

### 3 - Testing the validity of the study hypothesis:

The validity of the study hypothesis was tested using the Pearson correlation coefficient. Table (11) shows the correlation matrix between the requirements for qualifying hotel services for people with special needs and the quality of service provided from the point of view of sports guests at the Karbala Sports City Hotel.

**Table (11) Results of the analysis of the correlation matrix between the requirements for qualifying hotel services for people with special needs and the quality of service provided from the point of view of sports guests.**

| Qualit<br>y Of<br>Hotel<br>Servic<br>es | Social And<br>Psychologic<br>al<br>Requiremen<br>ts | Recreationa<br>l And<br>Sporting<br>Requiremen<br>ts | Economic<br>Requiremen<br>ts | Technical<br>Requiremen<br>ts | Marketing<br>And<br>Promotiona<br>l<br>Requiremen<br>ts | Study<br>Variables                                  |
|-----------------------------------------|-----------------------------------------------------|------------------------------------------------------|------------------------------|-------------------------------|---------------------------------------------------------|-----------------------------------------------------|
|                                         |                                                     |                                                      |                              |                               | <b>1.000</b>                                            | Marketing<br>and<br>promotional<br>requirement<br>s |
|                                         |                                                     |                                                      |                              | <b>1.000</b>                  | <b>**0.687</b>                                          | Technical<br>requirement<br>s                       |
|                                         |                                                     |                                                      | <b>1.000</b>                 | <b>**0.732</b>                | <b>**0.775</b>                                          | Economic<br>requirement<br>s                        |
|                                         |                                                     | <b>1.000</b>                                         | <b>**0.713</b>               | <b>**0.627</b>                | <b>**0.750</b>                                          | Entertainme<br>nt and sports<br>requirement         |

|              |                |                |                |                |                |                                       |
|--------------|----------------|----------------|----------------|----------------|----------------|---------------------------------------|
|              |                |                |                |                |                | s                                     |
|              | <b>1.000</b>   | <b>**0.654</b> | <b>**0.716</b> | <b>**0.722</b> | <b>**0.623</b> | Social and psychological requirements |
| <b>1.000</b> | <b>**0.885</b> | <b>**0.639</b> | <b>**0.706</b> | <b>**0.802</b> | <b>**0.812</b> | Quality of hotel services             |

**\*\* The relationship is statistically significant at a significance level of 0.05.**

Table (11) shows that there is a strong direct correlation between the marketing and promotional requirements for people with special needs and the quality of service provided from the point of view of sports guests, amounting to 0.812. There is also a strong direct correlation between the technical requirements for people with special needs and the quality of service provided from the point of view of sports guests, amounting to 0.802. There were also strong direct correlations between the economic requirements for people with special needs and the quality of service provided from the point of view of sports guests, amounting to 0.706, and between the recreational and sports requirements for people with special needs and the quality of service provided from the point of view of sports guests, amounting to 0.639, and between the social and psychological requirements for people with special needs and the quality of service provided from the point of view of sports guests, amounting to 0.885.

It is clear from the above that the study hypothesis is accepted that there is a statistically significant correlation between the requirements for qualifying hotel services for people with special needs and the quality of service provided according to the opinions of the study sample of sports guests at the Karbala Sports City Hotel.

## CONCLUSION

- The responses of the study sample of sports guests were neutral regarding the qualification of

hotel services for the marketing and promotional requirements of people with special needs, as their arithmetic average was 2.76.

- The responses of the study sample of sports guests were neutral regarding the qualification of hotel services for the technical requirements of people with special needs, as their arithmetic average was 3.20.

- The responses of the study sample of sports guests needed to agree with the qualification of hotel services for the economic requirements of people with special needs, as their arithmetic average was 2.57.

- The responses of the study sample of sports guests were neutral regarding the qualification of hotel services for the recreational and sports requirements of people with special needs, as their arithmetic average was 3.05.

- The responses of the study sample of sports guests needed to agree with the qualification of hotel services for the social and psychological requirements of people with special needs, as their arithmetic average was 2.52.

- The responses of the study sample of sports guests were neutral regarding the quality of hotel services provided to athletes with special needs, as their arithmetic average was 2.76.

- The study showed a statistically significant correlation between the requirements for qualifying hotel services for people with special needs and the quality of service provided



according to the opinions of the study sample of sports guests at the Karbala Sports City Hotel.

It was found that hotel services need to make more efforts to improve the level of service provided to sports guests with special needs.

### **RECOMMENDATIONS**

- Use modern promotional tools to activate tourism for people with special needs internally and externally through continuous communication with advertising agencies and advertising campaigns to introduce hotel services for people with special needs.
- Issuing legal legislation that distinguishes the category of tourists with special needs with tax exemptions, which reduces the cost of hotel services.
- Participating with sports clubs, civil society organizations, and associations to care for people with special needs and provide hotel and tourism facilities for people with disabilities, especially athletes.
- Participating with the Ministry of Tourism and travel and tourism agencies to help provide the necessary motor, audio, and visual equipment rental service for people with special needs.
- Providing floors and corridors with dedicated paths for the visually impaired to facilitate access to elevators, rooms, and other hotel facilities.
- Providing elevators and escalators with audio and visual systems dedicated to people with special needs, including the visually and hearing impaired.
- Provide wheelchairs in the hotel reception hall, in addition to audio-visual devices and audio guides to accommodate guests with special needs.
- Providing maps containing tourist information using sign language symbols and Braille.
- Providing interpreters for the deaf and mute at

the front desk.

- Preparing training courses for human cadres who provide hotel services to deal with tourists with special needs and qualify them professionally, cognitively, and psychologically.

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