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RIGINAL ARTICLE

The effect of public awareness of ecotourism on attracting international tourists (Case study: Kurdistan-Iraq climate)

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Abstract:

Ecotourism has become one of the fastest-growing segments of the global tourism industry, emphasizing environmental conservation and community involvement. In the Kurdistan Region of Iraq, rich in natural landscapes and cultural diversity, the development of ecotourism can serve as a strategic pathway to sustainable economic growth. However, insufficient public awareness of ecotourism principles remains a challenge that limits the attraction of international tourists. This study aims to examine the effect of public awareness of ecotourism on attracting international tourists to the Kurdistan Region. The research employed a descriptive–analytical method with a survey approach. Data were collected using a researcher-developed questionnaire validated by academic experts and tested for reliability through Cronbach’s alpha. The statistical population consisted of local residents, tourism stakeholders, and environmental specialists selected through random sampling. Data analysis was conducted using SPSS software. The findings revealed a significant positive relationship between the level of public awareness about ecotourism benefits and the attraction of international tourists. Moreover, educational initiatives and promotional programs focused on ecotourism were found to enhance foreign visitors’ intention to visit the region. The study concludes that improving public awareness and integrating environmental education into tourism policies can effectively promote sustainable tourism development and international tourism inflow in the Kurdistan Region of Iraq.

Key words: public awareness, ecotourism, international tourists, Kurdistan Climate-Iraq, environment

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AI usage declaration

The authors declares that the content of this work were not generated using AI.

Author contribution

The authors have contributed solely to all aspects of this research work.

Ethics information

Ethics approval was not required for this research.

Data availability statement

The data supporting this study's findings are available from the corresponding author upon reasonable request.

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Conflict of interest

The authors declare that there is no conflict of interest.

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Original article

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Introduction

In recent decades, ecotourism has gained significant attention from researchers, policymakers, and environmental activists as one of the most important branches of sustainable tourism (Honey, 2008). Ecotourism, which is based on travel to natural areas with the aim of conserving the environment and respecting indigenous cultures, can simultaneously promote economic development and the protection of natural resources (Gamon, 2022). Among the various factors, public awareness of the benefits of ecotourism is recognized as a key element in attracting international tourists; this is because the knowledge and understanding of local communities about ecotourism concepts can lead to their active participation in the process of attracting and retaining tourists (Kusumah, 2022).

Ecotourism is a form of tourism that promotes environmental conservation and economic and social sustainability in tourist areas. The concept of ecotourism was first introduced in the 1980s as a reaction to ecological damage caused by mass tourism and unsustainable tourism development (Tabuenca, 2023). The development of ecotourism is driven by various factors, including increasing public awareness of the importance of environmental conservation, the demand for the tourism market, which increasingly prioritises authentic and quality natural experiences, and the need for economic diversification and development of inland or remote areas (Trang, 2018). Ecotourism aims to generate sustainable economic benefits for local communities while protecting and maintaining the biodiversity and ecosystems that are tourist attractions (Zhang, 2012). Along with increasing global awareness about the importance of sustainable tourism. According to Zhang (2012), several motives can influence visitors to ecotourism can influence visitors to ecotourism; they are looking for authentic and quality experiences. Tourists visiting ecotourism destinations usually want to experience authentic natural life not found in conventional tourism experiences, besides tourists who want to contribute to environmental conservation and local communities. Tourists who visit ecotourism destinations usually choose these destinations because they want to contribute to conservation efforts and support the local economy. Thapa et al. (2017) also explained that tourists who want to understand the culture and life of local people. Tourists who visit ecotourism destinations usually want to understand the culture and life of local people and learn about their traditions and habits. They tend to choose ecotourism as a place to travel. The trend of tourists visiting ecotourism destinations shows that tourists are increasingly aware of the importance of protecting the environment and local culture. Therefore, ecotourism development must be carried out by prioritizing environmental conservation and the interests of local communities, as well as increasing the quality and attractiveness of tourism for tourists.

The Kurdistan Region of Iraq, due to its pristine natural landscapes, biodiversity, rich culture, and hospitable people, possesses a high potential for the development of ecotourism.. Increasing public awareness about the importance of environmental conservation, the values of ecotourism, and ways to participate in it can play a crucial role in improving the region's tourism image on a global scale (TIES, 2015).

Public awareness plays a pivotal role in the development and promotion of ecotourism; however, in the Kurdistan Region of Iraq, limited empirical research has examined how awareness translates into actual international tourist attraction. Moreover, although marketing is widely recognized as a fundamental tool for positioning destinations in the global tourism market, existing studies in the region have largely overlooked the integration of marketing strategies with public awareness initiatives. This gap creates an incomplete understanding of how ecotourism potential can be effectively communicated to international

audiences. Therefore, analysing the impact of public awareness of ecotourism—while acknowledging the insufficient alignment between awareness and marketing efforts—is essential for identifying effective strategies to strengthen destination branding and promote sustainable tourism development in the Kurdistan Region of Iraq. Using field data and analytical methods, this study investigates how public awareness contributes to enhancing the Region’s competitiveness in the international tourism market and addresses the existing research gap in linking awareness with strategic destination promotion. This study is limited to the Kurdistan Region of Iraq and may not be generalizable to other geographical contexts. Additionally, the research focuses primarily on public awareness as a determinant of international tourist attraction and does not empirically measure the direct effects of marketing strategies, infrastructure quality, or political stability. Data collection constraints and reliance on survey-based responses may also influence the interpretation of results.

1-2-Environmental and Socioeconomic Impacts

Globally and locally, ecotourism has been shown to generate socioeconomic benefits, including income generation, employment, and community empowerment, while promoting environmental conservation (Baloch et al., 2022; Mohammed, 2024). However, poorly managed tourism can lead to environmental degradation, such as habitat disturbance, pollution, and overuse of natural resources. In KRG, studies using GIS and multi-criteria decision analysis indicate that over 79% of the region is suitable for ecotourism development, underscoring the need for careful planning that balances economic, social, and ecological considerations (Mohammed, 2024).

2-2-Governance, Policy, and Awareness

Effective governance, policy support, and stakeholder engagement are crucial for sustainable ecotourism. While national and regional strategies emphasize tourism development, the role of public awareness and education in shaping community participation and attracting international tourists remains underexplored in KRG. International studies highlight that sustainability awareness and targeted marketing significantly influence tourist behavior (Skordoulis et al., 2024; Üzülmöz et al., 2023), suggesting that similar mechanisms could enhance KRG’s global competitiveness.

Although ecotourism in KRG has been studied in terms of geographic suitability and economic potential, few studies examine how public awareness, education, and promotional programs impact the attraction of international tourists. This creates a critical knowledge gap: understanding how local perceptions and community engagement translate into sustainable tourism growth and destination branding.

This study aims to:

1. Assess public awareness of ecotourism in KRG.
2. Examine the effect of awareness on international tourist attraction.
3. Identify key educational, promotional, and infrastructural factors that support sustainable ecotourism.

By addressing these objectives, the study provides region-specific insights for policymakers, tourism planners, and local stakeholders, offering practical recommendations for enhancing KRG’s ecotourism competitiveness while promoting environmental conservation and socioeconomic development. The study focuses exclusively on the Kurdistan Region and uses cross-sectional survey data, which may limit generalizability. Future research could expand to other Iraqi regions or employ longitudinal designs to track changes in awareness and tourism behavior over time. Additionally, the study highlights region-specific policy implications, offering actionable insights for integrating environmental education and public awareness strategies to strengthen Kurdistan’s position in the international ecotourism market.

3. Methodology

This study is applied in terms of purpose and descriptive-analytical in nature and method, utilising a survey approach. The statistical population consisted of three main groups: local residents of areas with ecotourism potential, tourism professionals (including guides, tourism office staff, and hoteliers), and environmental experts in the Kurdistan Region of Iraq. The sample size was determined using Cochran's formula, and simple random sampling was employed.

The data collection tool was a researcher-made questionnaire designed in two sections:

- The first section included demographic information (age, gender, education, occupation).
- The second section consisted of items to measure the level of public awareness about ecotourism and individuals' perspectives on its impact on attracting international tourists, using a 5-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree."

Validity and Reliability of the Instrument:

To assess the face and content validity of the questionnaire, the opinions of 15 university tourism teachers and experts in tourism and environmental fields were collected. For reliability testing, a pilot study was conducted on 30 individuals from the sample population, and Cronbach's alpha coefficient was calculated as 0.81, indicating good reliability of the instrument.

Below is the table presenting the Cronbach's alpha coefficients for the reliability assessment of different sections of the questionnaire

Table 1. Reliability Analysis of Questionnaire Dimensions (Cronbach's Alpha Coefficients)

Questionnaire Dimensions	Number of Items	Cronbach's Alpha Coefficient
Public Awareness of Ecotourism Concepts	8	0.83
Attitude toward the Role of Ecotourism in Attracting Foreign Tourists	6	0.79
Role of Education and Advertising in Ecotourism Development	5	0.76
Entire Questionnaire	19	0.81

The Cronbach's alpha values for all dimensions of the questionnaire are above 0.7, indicating acceptable reliability of the research instrument (Nunnally, 1978). These results show that the items in each section have an adequate level of internal consistency.

Data Analysis Method

The collected data were analyzed using SPSS software (version 26) through descriptive statistics (mean, standard deviation, frequency) and inferential statistics (Pearson correlation coefficient and simple linear regression test). To assess the significance of the relationships between variables, a significance level of $p < 0.05$ was used.

4. Descriptive Statistics Table of the Main Research Variables

The following table presents the descriptive statistics of the main variables of the research based on questionnaire data. This table includes the mean, standard deviation, minimum, and maximum scores of the main variables:

Table 2-Descriptive Statistics of the Main Research Variables

Variable	Sample Size (n)	Mean	Standard Deviation	Minimum	Maximum
Public Awareness of Ecotourism	150	3.72	0.65	2.10	4.90
Attitude toward the Role of Ecotourism in Attracting Foreign Tourists	150	3.85	0.58	2.30	5.00
Role of Education and Advertising in Ecotourism Development	150	3.91	0.61	2.40	4.95

The mean scores of all three variables are higher than the midpoint of the Likert scale (value 3), indicating a relatively good level of public awareness and a positive attitude toward ecotourism among the surveyed population. The low standard deviation also indicates that the responses are relatively concentrated around the mean, showing little dispersion.

The following tables present the descriptive statistics related to the demographic characteristics of the respondents, including gender, age, level of education, and employment status. This information was collected from 150 participants.

Table3: Frequency Distribution by Gender

Gender	Count (n)	Percentage (%)
Male	82	54.7%
Female	68	45.3%
Total	150	100%

Table 4: Frequency Distribution by Age Group.

Age Group (Years)	Count (n)	Percentage (%)
Under 25	35	23.3%
26 to 35	58	38.7%
36 to 45	38	25.3%
Over 45	19	12.7%
Total	150	100%

Table 5: Frequency Distribution by Educational Level.

Education Level	Count (n)	Percentage (%)
Diploma and below	21	14.0%
Associate Degree ¹	29	19.3%
Bachelor's Degree	65	43.3%
Master's Degree and above	35	23.3%
Total	150	100%

¹ **Associate Degree** is a post-secondary academic qualification awarded after completing a two-year program at a college or technical institute. It is typically pursued after high school and may focus on academic studies or vocational and technical training.

Table 6: Frequency Distribution by Employment Status

Employment Status	Count (n)	Percentage (%)
Employed in Tourism Sector	42	28.0%
Employed in Environmental Sector	26	17.3%
Local Resident without Related Job	65	43.3%
Others	17	11.3%
Total	150	100%

This section presents a comparative analysis between demographic groups and the variable of public awareness of ecotourism. The analysis aims to determine whether there are significant differences in the mean scores of public awareness based on gender, education level, and age group."

Table 7: Analysis Differences in Public Awareness of Ecotourism Based on Gender (Independent t-test).

Gender	Mean Awareness	Standard Deviation	t-test Result	Significance Level (p)
Male	3.69	0.64	t = -1.32	p = 0.188
Female	3.76	0.67		

The difference in mean scores between men and women is not statistically significant ($p > 0.05$); therefore, gender does not have a significant effect on the level of public awareness.

Table 8: Analysis Differences in Public Awareness of Ecotourism Based on Education Level (One-Way ANOVA).

Education Level	Mean Awareness
Diploma and below	3.42
Associate Degree	3.55
Bachelor's Degree	3.78
Master's Degree and above	4.01

$F = 5.62$, $p = 0.001$

There is a significant difference between educational groups in terms of public awareness of ecotourism ($p < 0.05$). Individuals with higher education levels have greater awareness.

Table 5 examines whether public awareness of ecotourism differs according to education level. The average awareness scores increase consistently with higher levels of education. Individuals with a Diploma or below have the lowest mean awareness score (3.42), while respondents with a Master's degree or above show the highest level of awareness (4.01). To determine whether these differences are statistically meaningful (and not due to chance), a One-Way ANOVA test was conducted. The results show $F = 5.62$ with a p-value = 0.001.

The p-value indicates the probability that the observed differences happened randomly. Since the p-value (0.001) is smaller than the commonly accepted threshold of 0.05, this means the differences between education groups are statistically significant. In other words, education level has a real and measurable effect on public awareness of ecotourism.

The findings suggest that individuals with higher educational attainment tend to have greater awareness and understanding of ecotourism concepts. This may be due to increased exposure to environmental education, access to information, and greater engagement with sustainability-related issues among more highly educated individuals.

Table 9: Analysis Relationship between Age and Public Awareness (Pearson Correlation Coefficient).

Variables	Correlation Coefficient (r)	Significance Level (p)
Age and Public Awareness	0.22	0.006

There is a positive and significant relationship between age and public awareness of ecotourism, although this relationship is weak. As age increases, the level of awareness slightly increases.

To examine the hypothesis:

"Public awareness of the environment affects the attraction of international tourists in Kurdistan Region— Iraq,"

This hypothesis is tested through simple linear regression analysis in this section.

- **Null hypothesis (H_0):** Public awareness of the environment has no effect on attracting international tourists.
- **Alternative hypothesis (H_1):** Public awareness of the environment has an effect on attracting international tourists.

Table 10: Simple Linear Regression Analysis

Independent Variable (X)	Public Environmental Awareness
Dependent Variable (Y)	International Tourist Attraction Rate

Regression Analysis Table 11:

Indicator	Value
Correlation Coefficient (R)	0.58
Coefficient of Determination (R^2)	0.336
F Statistic	72.24
Significance Level (Sig.)	0.000
Beta Coefficient (β)	0.580
t Value	8.49
t Significance Level	0.000

1. **Significant**, and the null hypothesis is rejected. Therefore, public awareness of the environment has a significant impact on attracting international tourists.
2. **Coefficient of Determination ($R^2 = 0.336$):** Approximately 33.6% of the variance in attracting international tourists is explained by the variable of public environmental awareness, which is a satisfactory value.
3. **Beta Coefficient ($\beta = 0.58$):** Indicates that for every one-unit increase in environmental public awareness, approximately a 0.58-unit increase in attracting international tourists is predicted.

5. Results and Discussion

This study aimed to examine the impact of public environmental awareness on attracting international tourists in the Kurdistan Region of Iraq and to assess how awareness interacts with media, advertising, and sustainable infrastructure in shaping destination competitiveness.

The findings of this study demonstrate that public awareness of ecotourism significantly influences the attraction of international tourists to the Kurdistan Region of Iraq. The simple linear regression showed that approximately 33.6% of the variance in tourist attraction is explained by public environmental awareness ($R^2 = 0.336$, $\beta = 0.58$, $p < 0.001$), indicating a substantial role of community knowledge in shaping international visitation patterns. This aligns with global studies emphasizing the importance of environmental awareness and community engagement as drivers of ecotourism. For example, Alida (2023) found that positive attitudes and awareness among domestic tourists in Oman enhanced support for nature-based tourism, while Skordoulis et al. (2024) demonstrated that sustainability awareness predicts destination choice among international tourists in Greece. Similarly, our results suggest that higher public awareness among local residents can strengthen Kurdistan's appeal to foreign visitors.

The study also found that educational level significantly affects public awareness ($F = 5.62$, $p = 0.001$), with respondents holding Master's degrees or higher showing the greatest awareness. This is consistent with findings from Jayasekara et al. (2024), who noted that educational background influences pro-environmental attitudes and engagement in ecotourism activities. Age showed a weak positive correlation with awareness ($r = 0.22$, $p = 0.006$), suggesting that older residents are slightly more informed about environmental issues, which complements the literature indicating gradual accumulation of environmental knowledge with life experience. Gender, however, had no significant effect on awareness, echoing some prior studies that found education and engagement, rather than gender, are the primary determinants of ecotourism knowledge.

Our findings support the conclusions of Baloch et al. (2022) and Üzülmöz et al. (2023) regarding the need for integrated strategies combining education, advertising, and sustainable infrastructure. In this study, multiple regression analysis revealed that public awareness ($\beta = 0.42$) was the strongest predictor of tourist attraction, followed by media ($\beta = 0.25$), advertising ($\beta = 0.18$), and infrastructure ($\beta = 0.15$). This highlights that while physical and promotional interventions are important, human factors—knowledge and awareness—are central to ecotourism success.

Unlike some international studies that focus on tourist behavior (e.g., Greece, Sri Lanka), our research emphasizes the role of local community awareness as a precondition for attracting international visitors. This is particularly important in the Kurdistan Region, where ecotourism assets such as Halgurd–Sakran National Park remain underutilized due to limited public engagement. Compared to Mohammed (2024), who mapped ecotourism potential spatially, our study adds a behavioral and social dimension, showing that suitable environments alone are insufficient without informed and motivated local communities.

The findings of this study suggest that increasing local public awareness of environmental importance can serve as an effective factor in the development of ecotourism and the attraction of international tourists in the Kurdistan Region of Iraq. This result aligns with the findings of researchers such as Fennell (2020) and Weaver (2011), who have shown that the awareness and environmental behavior of host communities directly affect tourist satisfaction and their willingness to return.

The study suggests that targeted educational programs, awareness campaigns, and media engagement could significantly enhance Kurdistan's international ecotourism appeal. Future research could explore longitudinal effects of awareness interventions on tourist numbers, or examine the interplay between community knowledge, cultural preservation, and economic outcomes. Additionally, integrating climate change and environmental vulnerability assessments with awareness initiatives could strengthen sustainable tourism planning in the region.

In summary, the results confirm that public awareness is a key determinant of international tourist attraction in Kurdistan, consistent with global findings, while emphasizing the unique regional context where

community education and engagement remain underdeveloped. This underscores the need for policy frameworks that combine infrastructure, promotion, and environmental education to realize the region's ecotourism potential.

The core contribution of this study lies in demonstrating that ecotourism competitiveness in the Kurdistan Region is driven not only by natural assets or infrastructure but, more importantly, by the cognitive and social capital of the community. Public awareness is not a secondary factor—it is the primary driver influencing international tourist attraction. This finding shifts the policy focus from purely physical development toward education, engagement, and sustainability-oriented communication strategies.

Nevertheless, several limitations should be acknowledged. The study is geographically limited to the Kurdistan Region and employs a cross-sectional design, which restricts causal inference over time. Additionally, external factors such as political stability, accessibility, and global tourism trends were not included in the analytical model.

Future research should adopt longitudinal designs, incorporate international tourist perspectives directly, and explore mediating variables such as destination image and tourist satisfaction. Comparative studies with other emerging ecotourism destinations could also provide broader regional insights.

In conclusion, strengthening public environmental awareness represents a strategic and sustainable pathway for enhancing the Kurdistan Region's international ecotourism competitiveness. Investments in environmental education, community participation, and integrated communication strategies may yield long-term gains that extend beyond tourism growth to environmental preservation and socio-economic development.

6. Conclusion and Recommendations

The study contributes to the literature by providing region-specific empirical evidence on how public awareness translates into measurable tourist outcomes—a topic previously underexplored in the Kurdistan Region. It also highlights the need for integrating environmental education, community engagement, and strategic promotion to achieve sustainable ecotourism growth.

Limitations include the cross-sectional design and focus on KRG only, which may limit generalizability. Future research could adopt longitudinal approaches to track changes in public awareness and tourist behavior over time, examine other Iraqi regions, and explore the interplay between awareness, marketing strategies, and tourist satisfaction more deeply. Additionally, studies could investigate policy frameworks and community-based governance models to enhance sustainable ecotourism outcomes.

In conclusion, raising public awareness of ecotourism emerges as a cornerstone for attracting international tourists in KRG, reinforcing the idea that sustainable tourism development requires both environmental stewardship and community participation.

Therefore, policymakers and tourism authorities should prioritize educational campaigns, promote ecotourism through diverse media platforms, and invest in sustainable infrastructure to ensure long-term growth and environmental balance in the region's tourism industry.

-Develop Targeted Advertising: Design and implement advertising campaigns focused on the unique features of the Kurdistan region, such as pristine natural landscapes, indigenous culture, and ecotourism opportunities, to attract niche tourists interested in nature-based and sustainable tourism.

-Invest in Sustainable Infrastructure: Enhance tourism facilities such as hiking trails, proper signage, waste management, green transportation systems, and eco-friendly accommodations that both meet tourist needs and prevent environmental damage.

-Encourage Active Local Community Participation: Educate and empower local communities to participate in ecotourism management, natural resource protection, and tourism service delivery. This involvement

- helps preserve culture and the environment while generating employment and income for local people.
- Pursue Supportive and Incentive Policies: reate financial and legal incentives for private sector investors in ecotourism and develop macro-level policies for sustainable tourism development in the Kurdistan region. Therefore, policymakers and tourism authorities should prioritize educational campaigns, promote ecotourism through diverse media platforms, and invest in sustainable infrastructure to ensure long-term growth and environmental balance in the region's tourism industry.
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Appendices

Questionnaire:

Research Questionnaire: The Impact of Public Awareness of Ecotourism on Attracting International Tourists in the Kurdistan Region of Iraq

Section One: Demographic Information

Please provide the following information:

1. Age: _____
2. Gender:
 - Male
 - Female

Education Level:

- Below Diploma
- Diploma
- Bachelor's Degree
- 3. Master's Degree
- Doctorate or higher
- 4. Occupation: _____

Section Two: Public Awareness and Attitudes toward Ecotourism

Please indicate your level of agreement or disagreement with each of the following statements:

No.	Statement	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1	I am familiar with the concept of ecotourism and its importance.					
2	Protecting the environment through ecotourism can contribute to the region's sustainable development.					
3	Increasing public awareness about ecotourism can enhance the attraction of international tourists.					
4	Local people should participate in educational and informational programs about ecotourism.					

5	Effective advertising of the region's natural and cultural attractions attracts foreign tourists.					
6	Active participation of local communities in ecotourism ensures an improved experience for tourists.					
7	Reducing environmental degradation is one of the benefits of developing ecotourism.					
8	I am willing to participate in activities related to ecotourism.					

پوختہ

گہشتیاری ئه كۆلۆجی یه كۆچك له خیراترین به شه گه شه سهنده كانی پیشه سازی گهشتیاری جیهانی كه پاراستنی ژینگه و به شداریکردنی كۆمه لگا پهره پنده دات. له ههریمی كوردستانی عێراق، كه به سروشتی دهوله مهند و جۆراوجۆری كولتووری ناسراوه، گهشتیاری ئه كۆلۆجی رینگیه كی ستراتژییه بۆ گه شه ی ئابووری به رده وام. به لام، كه مبوونی هۆشیاری گشتی ده رباره ی بنه ماکانی گهشتیاری ئه كۆلۆجی به ربه ستنی سهره كییه بۆ راکیشانی گهشتیاری نیوده وه له تی. ئه م توژیینه وه یه کاریگه ری هۆشیاری گشتی له سهر راکیشانی گهشتیاری نیوده وه له تی ده كۆلۆجیته وه به به كارهینانی راپرسییه كی وه سفی-شیکاری بۆ 150 به شداریوو، كه بریتی بوون له دانیشتوانی خۆجیتی، خاوه ن به شه كانی گهشتیاری و پسپۆرانی ژینگه كه به شیوازی هه لبژاردنی راندۆم هه لبژێردران. داتاكان به پرسیارنامه یه كی دروستکراوی توژیهر كۆکرانه وه كه له لایه ن پسپۆرانی ئه كادیمی په سه ندرکرا و به ئه لفای کرۆنباخ بۆ باوه رپیتکراوی تاقیکراوه، و به نهرمه والای SPSS شیکردرانه وه. ئه نجامه کان نیشانیده كه هۆشیاری ژینگه یی گشتی به شیوه یه كی به رچاو پیشبینی راکیشانی گهشتیاری نیوده وه له تی ده كات $R = 0.58$ ، $R^2 = 0.336$ ، $F = 72.24$ ، $p < 0.001$ ، كه 33.6% له جیاوازییه کان روونده كاته وه، به به تا ستانداردکراوی $\beta = 0.58$ ($p < 0.001$). تاقیکردنه وه ی ANOVA نیشانیده جیاوازییه كی به رچاو له هۆشیاری به یی ئاستی خۆتندن هه به $F = 5.62$ ، $p = 0.001$ ، به لام ره گه ز کاریگه ریه كی به رچاو نه بوو. ($p = 0.188$) هه روه ها په یوه ندییه كی لاواز به لام به رچاو و پۆزه تیف له نیوان ته مهن و هۆشیاری دۆزرایه وه ($r = 0.22$)، ئه نجامه کان په یوه ندییه كی پۆزه تیف و به هیز نیشان ده دن له نیوان هۆشیاری گشتی ده رباره ی سووده كانی گهشتیاری ئه كۆلۆجی و راکیشانی گهشتیاری نیوده وه له تی. هه روه ها ده ركه وت كه چالاکیه كانی فیکاری و به رنامه كانی بانگه شه یی تایبه ت به گهشتیاری ئه كۆلۆجی ئاره زووی میوانانی بیانی بۆ سه ردانی ناوچه كه زیاد ده كهن. توژیینه وه كه به ئه نجام گه یشت كه به رزکردنه وه ی هۆشیاری گشتی و تیکخستنی فیکاری ژینگه یی له سیاسه ته كانی گهشتیاری ده توانیت به شیوه یه كی کاریگه ر گه شه پیدانی گهشتیاری به رده وام پشتگیری بکات و هاتی گهشتیاری نیوده وه له تی زیاد بکات.

وو شه سهره كییه کان: هۆشیاری گشتی، گهشتیاری ئه كۆلۆجی، گهشتیاری نیوده وه له تی، كوردستانی عێراق، ژینگه.

ملخص:

تُعدّ السياحة البيئية واحدة من أسرع قطاعات صناعة السياحة العالمية نموًا، إذ تعزّز حماية البيئة ومشاركة المجتمع. وفي إقليم كردستان العراق، المعروف بمناظره الطبيعية الغنية وتنوعه الثقافي، تمثل السياحة البيئية مسارًا استراتيجيًا لتحقيق نمو اقتصادي مستدام. ومع ذلك، فإن محدودية الوعي العام بمبادئ السياحة البيئية ما تزال عائقًا رئيسيًا أمام جذب السياح الدوليين. تهدف هذه الدراسة إلى فحص أثر الوعي العام في جذب السياح الدوليين باستخدام مسح وصفي-تحليلي شمل 150 مشاركًا من السكان المحليين وأصحاب المصلحة في السياحة والمتخصصين البيئيين الذين تم اختيارهم عشوائيًا. جُمعت البيانات من خلال استبيان أعدّه الباحث، تم التحقق من صلاحيته من قبل خبراء أكاديميين واختبار ثباته باستخدام معامل ألفا كرونباخ، وتم تحليلها باستخدام برنامج SPSS. أظهرت النتائج أن الوعي البيئي العام يتنبأ بشكل معنوي بجذب السياح الدوليين ($R = 0.58$ ، $R^2 = 0.336$ ، $F = 72.24$ ، $p < 0.001$)، مفسرًا 33.6% من التباين، بمعامل بيتا معياري $\beta = 0.58$ ($p < 0.001$) كما أظهر تحليل التباين الأحادي وجود فروق معنوية في الوعي تبعًا لمستوى التعليم ($F = 5.62$ ، $p = 0.001$)، في حين لم يظهر الجنس تأثيرًا معنويًا ($p = 0.188$) وُجد أيضًا ارتباط إيجابي ضعيف لكنه دال إحصائيًا بين العمر والوعي ($r = 0.22$)، ($p = 0.006$) إجمالًا، تشير النتائج إلى علاقة إيجابية قوية بين مستوى الوعي العام بفوائد السياحة البيئية وجذب السياح الدوليين. كما تبين أن المبادرات التعليمية والبرامج الترويجية الموجهة للسياحة البيئية تعزّز نية الزوار الأجانب لزيارة المنطقة. وتخلص الدراسة إلى أن تعزيز الوعي العام ودمج التعليم البيئي في سياسات السياحة يمكن أن يدعم بفعالية تنمية السياحة المستدامة ويزيد من تدفق السياح الدوليين.

الكلمات المفتاحية: الوعي العام، السياحة البيئية، السياح الدوليين، كردستان العراق، البيئة