

The Impact of Employee's Income Grades on Tourism Demand: An Exploratory Study About Employees Opinion to Their Demand of Tourism in Koya Technical Institute /Iraq

Dlshad A. Sharif¹, Sarkar A. Abdullah² Bestoon Othman³ Yakaw H. Abdullah⁴

¹⁺²⁺⁴ Tourism Foundation Administration, Koya Technical Institute, Erbil Polytechnic University, Erbil, Kurdistan Region – Iraq

³ Business Administration, Koya Technical Institute, Erbil Polytechnic University, Erbil, Erbil, Kurdistan Region – Iraq.

Abstract— This study aims to explore the impact of employee's income on tourism demand. It is an exploratory study about employee's opinion on tourism demand of the Koya Technical Institute in Koysinjaq city in Iraq. This study proposes to test the extent of availability of the employees demand toward tourism and characteristics of income or this study also proposes to test the extent of availability of the employees demand toward tourism and characteristics of income or salary grade in the administration of this institute. A questionnaire involving of 10 phrases has been set and distributed as the research sample, the size of the population of the study 220 employees at the Koya Technical Institute, out of them ten scientific departments such as medical, technological and management are selected randomly. Otherwise the total of 120 questionnaires have been distributed, all of them have been returned and analyzed, the following appropriate statistical methods are used to analyze data and to test research hypotheses such as, Frequencies, Sum, Mean, Percentages, and Compare Mean One-Sample T- test, Pearson Correlation is also used to test the correlation between dependent and independent variables. The main conclusion of the study is the income and salary grades has an impact on tourism demand in all dimensions. And income has a great and significant effect on tourism demand of Koya Technical Institute. With these findings the research offered several recommendations such as there is need of improvement of tourism sector.

Keywords— Employee, Income Grades, Tourism Demand, Koya Technical Institute.

I. INTRODUCTION

In the beginning of life, it appeared that human being has needs that need to be fulfilled such as essential needs: food, drink, clothes, and shelter. Etc. In recent decades, with the evolution of life and the appearance of civilizations, human being started

to require other needs such as, luxury and comfort needs from different aspects of life. Among these needs is the need of people for tourism the demand of tourism can be for different purposes such as: health, education, culture, welfare, commercial, religion and work purposes... etc. (Jaelani et al., 2016). Also (O'Cass & Sok, 2015) verifies that in the case of Brazil the consequence of tourism in lessening income inequality. People's income might be a vital determining factor that influences their demand towards tourism. It can be seen that as far as people's income increases, their demand for tourism increases. Also tourism demand varies from place to place, country to country, even institute to institute according to grades of their income (Cong et al., 2014).

Clients and hired a request for changes in demand, as well as request other people about tourism depending on the level of income in this day has become very important, if we look to the rapid change in peoples' income, and to increase the scientific achievements and collect the high level of education, in more countries flourished this phenomenon, especially in the Aldan past (Helmy, 2011).

Employees demand as anybody else's demand changes towards tourism according to the level of income. In today's world, it has become quite more relevant, given rapid rise in peoples income, and more educational accomplishment and involvement in higher education, in many countries it has been seen especially in the past two decades (Schubert et al., 2011).

After all make sure that people with low incomes request on tourism will decline in various fields, in spite of that follow basically from low-income or wages and salaries. Prosperity, which is the basic sets and makes the difference between Allows opportunity and demand, as well as there are other key factors that are related to salaries and income relationship linking process. If you look at the level of money that basically one reason or tool that lead to non- Equality wage and income

as any people that turn into a disparity in demand and hired staff towards tourism (Gregg and Machine, 2000).

Most of the issues facing today's world are economic issues (the lack of decent income in comparison to the many needs that has to be fulfilled). The income can be annual, monthly, weekly or daily. In Koya Technical Institute the demand for travelling and tourism is changing depending on the income of the employees. There is a direct and strong link between their income and tourism demand. The better the income, the more demand they will have towards tourism for different purposes such as the following: What is the impact of Iraqi income grade on demand for tourism at Koya Technical Institute? Which level of employment has more demand towards travelling and tourism and which one has less demand? Which kind of tourism has more demand on at Koya Technical Institute?

The importance of this research is that it answers and shows the reasons behind the incline and decline of demand towards tourism due to the decrease and or increase of income. Also it measures the extent of traveling and the demand towards tourism in the region, which can be a beneficial scale for the country's economy. This study will also show the barriers that face tourism sector. Furthermore it is crucial tool to identify the impact of Iraqi income grade on the employees demand for different purposes towards tourism at Koya Technical Institute. Tourism sector is very important from economic growth and it is important to find out the relation between income/salary and tourism demand.

II. LITERATURE REVIEW

A. Income

Income is defined as any type of inflow of capital which some one receives, that gives the person the chance to consume the services and goods needed as well as saving the needs for the future. The income which one obtains might be in the form of dividends, salaries, payment receipts, investment income, profit or other kinds of money inflow. Also the income that someone receives is taxable is typically taxable, and the taxes which are applied are depending upon the income and its level that received from the different sources of income JUNE, (1980).

B. Tourism

In the past years, tourism as an industry was just an activity mostly experienced and appreciated by only a few who just good fortune or wealth. Nevertheless, because of a rise in fewer hours in work and per-capita of incomes, a lot of middle-class employees in newly advanced and industrialized states increasingly had sufficient discretionary leisure time and income. This had raised the occurrence of international tourism and the domestic one. Furthermore, decreasing in transport expenses also raising quickness of travelling more added to the attraction and the beauty of travelling for leisure and wellbeing purposes.

This study highlights tourism according to the description specified via the (UNWTO) The Organization of Tourism of

United Nations, a professional agency collected of the nations which are members of nations of the (UN) which emphasizes specifically upon tourism sector analysis as well as expansion.

Since international travelling and tourism changed to a more normal activity, an exact definition of tourism was really vital in order to assess the influence of this sector precisely. As a result, in 1991, at the Ottawa conference of (UNWTO) upon Travel Statistics and Tourism, tourism was given a description as the performances of people going on tourism and staying there which is outside their normal surroundings for not over a successive period for business, vacation and other different purposes.

(UNWTO, 1995) regarding tourism, states that the actions of individuals in countries other than their normal in agreement with the earlier description or definition. Previous description describes the difference among other economic actions as well as tourism. Different than other sectors and industries, tourism, both the making and use occur at the destination; thus, whilst other trades can be described as of a supply viewpoint, also tourism is described exclusively not in terms of the specific properties of services or goods but in terms of the actions of its clients.

In order to show more of this, any service or good utilized via a tourist is a product of tourism, while if people who do not utilize the exact product, it is separated from being secret as a service or product of tourism (UNWTO, 1995). As tourism was defined previously, is an increasing industry in the world, although it is not taken from the consequences of international financial and commercial system. Utilizing the information upon the straight involvement of tourism sector, that comprises the involvement of domestic tourists in accumulation to the contribution of international tourists, to illustrate more a graph is show as a general trend ever since 1989. *Figures*

Format and save your graphic images using a suitable graphics processing program that will allow you to create the images as PostScript (PS), Encapsulated PostScript (EPS), or Tagged Image File Format (TIFF), sizes them, and adjusts the resolution settings. If you created your source files in one of the following you will be able to submit the graphics without converting to a PS, EPS, or TIFF file: Microsoft Word, Microsoft PowerPoint, Microsoft Excel, or Portable Document Format (PDF). See Fig. 1.

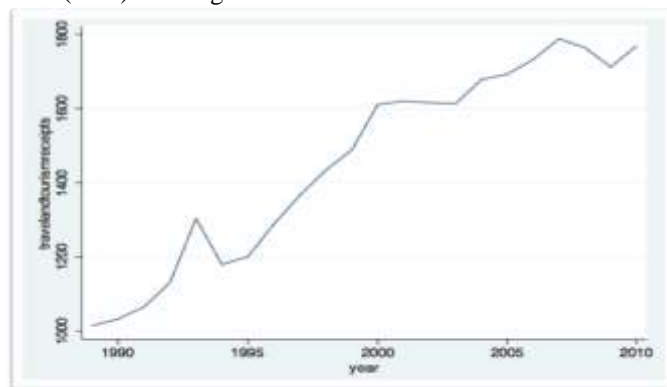


Figure (2.1) Travel and tourism receipts from 1989 to 2010 in 2011 constant USD, (Govolo, 2011).

This chart shows that the international tourism and travel gates are greater than before from 1013.9 billion steady and constant 2011 USD in year 1989 to 1768.8 billion stable 2011 USD in year 2010. It is this expansion and expect of the sustained increase of tourism industry which led to the progress of a better emphasis upon tourism in numerous states. A short historical clarification of the rising significance of tourism is mentioned below.

The United Nation's declaration and announcement in year 1963 which tourism industry was a key provider to the growth of economic of emerging countries and had an influence upon the acceptance of various tourism-led economic expansion policies via many states. Tourism in many aspects was recommended, particularly for emerging countries which had sufficient tourist attractions and beautiful aspects, because tourism assisted in the economic change of those states by liberation them from extreme dependence on a small number of traditional exports.

Brohman (1996), states that by year 1987, tourism was discussed to have been the third main industry in the world, coming after oil and motor vehicle manufacturing. He more states that emerging states such as Commonwealth of the Bahamas, Egypt, Thailand, Jamaica and Kenya, which had enough tourism infrastructures and resources, had gained good trade stability mainly due to the large extra and spare in tourism steadiness by year 1990.

Furthermore, Furlough (1998) preserves the same view that was given by the World Bank a major momentum for tourism welcoming policies in various countries with its programs of financing in those states. He also declares that the World Bank supported developing states to release borders towards tourists and work upon policies in order to draw and attract FDI, as well as guarantee and grant tax advantages.

C. *Tourism as an economic sector*

Sinclair (1998) believes when we attempt to interpret or determine the connection between economic activity and tourism, we need to take two viewpoints into consideration, the disadvantages and advantages of tourism development, as when tourism grows in any country, it will automatically strengths the economy of the country due to the increase of demand towards goods and services in the country and the increase of utilizing capital in such cause.

On the other hand, tourism development also moves peoples demand towards specific types of services and goods, including transport facilities, like airports and roads that is also related to economic growth (Jaelani, 2017). Tourism potentially has positive and bad influences on any community and their inhabitants same as other incentives for economic growth. The positive aspect of contribution that tourism involves the provision of high value currency that might help to fill a gap overseas finance imports and exchange of services and goods;

also it raises higher tax revenues, people's income and more opportunities for employees (Saner et al., 2019).

Tourism demand is an assessment of visitor's utilization of service or good. This use contains the presence of a visitor at a tourism destination and the concept of economics of utilization, a transport car or other tourism facility in spite of whether exchanges occur or not. Consequently, tourist arrivals in a destination or any part comprise tourism demand as guests can benefit from the services at the tourism destination.

For a lot of countries tourism is the most important economic activities when it comes to employment and economic growth. Tourism demand in the world is still increasing and many current or new tourism destinations might be extended or developed to please such increase. Therefore, tourism might be seen as a great opportunity for the growth of economy (Fletcher, 2011).

Tourism is a really sensitive and complicated industry. When measuring this kind of industry, the people involved and the policy makers in this sector should think about a few things:

- Tourism product is unpreserved and perishable.
- Client contentment relies on balancing services.
- Vacation tourism demand is really sensitive to human-made and natural disasters.
- Tourism delivering needs long lead time and large funds in infrastructure, equipment and service support.

Visitors travel for many reasons (McIntosh et al., 1995). People who do business travel to attend meetings, attend conferences, make sales, and inspect locations and conventions.

Moreover, the same people might plan a family holiday trip with other motives and capital. Also they can plan to go on a trip for leisure and hobby purposes, such as sport competitions and outdoor activities etc. Any of these trips purposes might be influenced by different factors and prove different patterns. Through these thoughts, it is applicable to say, there is no agreement on a solid theoretical base for tourism demand, therefore we need to think about situations in a numerous of extensively diffuse areas because they influence demand for a tourism destination, service or place (Remoaldo et al., 2020).

D. *Tourism contribution to the economy*

Tourism has direct contributions to the growth of Iraqi economy which reflects the internal expenses on Travel & Tourism (entire spending inside a particular state upon Tourism via residents and people who are not residents for leisure and business purposes and the expenses of government individual-spending via government on the services of tourism directly connected to tourists or visitors, for instance, recreational (ie national parks and cultural (i.e. museums) or direct influences and contributions of Tourism to economy is calculated to be steady constant with the output, as it is shown in National Accounting, of tourism-typical segments like airports, hotels, leisure, travel agents and the services of recreation that deals

and influences directly with visitors. Also the direct contribution of Tourism to the economy considered the from entire internal spending and expenses via 'netting out' the buying prepared via different sectors (Hussain et al., 2017).

The whole contribution of Tourism comprises its broader influences (i.e. the induced and indirect impacts) upon the economy. Indirect contribution contains jobs and gross domestic product and jobs supported by:

Tourism investment expenses or spending-a key aspect of both future and current activity which comprises investment activity like the buying of new hotels, construction and new aircraft of the Government 'collective' expenses or spending, that supports Tourism activities in many various methods because it is produced instead of the community at big -i.e. marketing of tourism, aviation, resort area, security services, administration, promotion, sanitation services, etc.; Domestic Buying of properties and services via the sectors working directly with visitors or tourists - counting, for instance, buying of cleaning services and food by hotels, cuisine services and fuel by airlines, and computer services via travel agents (Sofronov, 2017).

E. Tourist demand

Numerous researches stated that tourist demand is huge Perkins & Grace (2009) with a general focus and Guzman-Parra et al., (2015) through a provincial focus, except the influence of climate change and environment upon tourism has received extraordinarily incomplete attention. This part emphasizes upon tourist demand on its own, in order to point out the factors except environment influences the tourist demand. Another empirical study was done by Kožić (2014) on tourism demand and concluded that it is impossible to make a model that is suitable for every source destination pairs. Crouch (1995) conducted a research and confirmed the earlier studies and concluded from his analysis that demand of tourism is certainly circumstance-specific.

Lim (1997) has re-examined the previous researches on tourism demand that utilize regression techniques. Tourism as an industry is a really fast altering industry that has grown in recent years and is now the leading industry worldwide. Also it has been argued that time sequence on tourism are vulnerable to diversities in macroeconomic expansion and growth that can lead to heteroscedasticity: during recession time tourism shows to be income with no resilient or inelastic, whilst in times of expansion and growth tourism appears to be income resilient and elastic (Ryan 1991). Ryan (1991) also gives a qualitative approach towards the demand of tourist and the option of a tourism destination is a very complicated process.

F. Tourism demand and economic growth

When demand towards goods or services increases in any sector, then that certain sector will need to buy more from other sectors as an input in order to create more output. Through buying all these it will motivate more output that in turn shall require more buying and so on. Therefore, these direct and

indirect impacts can be tracked all through the economy utilizing income, employment multipliers and the output (Atan & Arslanturk, 2012).

In this case, the impacts of any sector on the development of economic can be examined. Tourism as a sector is understood by numerous emerging countries as a motivation of economic expansion. The increasing business of delivering services and goods in order to meet tourism demand. Also it offers provides a strong goal for identifying the growing role of tourism in economy. For instance, taking Turkey as an example, it can be seen that tourism sector in has become a great sector and a pillar of the country's economy, mainly in the last decade. Also the impacts of tourism can also be examined through analysing its influence upon the development and growth of production, utilizing of the causes of upon the country's balance of payment and production (Cortes-Jimenez & Pulina, 2010).

Assessing the direct impacts, indirect and persuaded impacts of tourist spending, there is a need to make multiplier analysis that can be measured as an important device to evaluate the entire influence of tourism upon economy. Additionally, input-output is one of the most suitable techniques to gain the total influence of tourism in order to assess the multipliers (Munjal, 2013).

Input-output examination produced by Wassily Leontief (1936) which remains to be a beneficial modeling and demonstrating technique that can be utilized to define, measure, determine, assess the connections between sectors also to investigate the inter-dependence configuration and structure of sectors in economy. Hirschman & Sirkin (1958), Recognized as the signs of the field, examined the relationship between the advanced input-output analysis and sectors recognizes the interdependence of consumption and production in economy. It also states the interrelations amongst dissimilar sectors that buy services and goods from other different sectors and which in the result creates services and goods which are sold to other different sectors.

G. Teachers income and tourism demand

The income is strongly linked to the demand of employee. Low employee income frequently leads to the dissatisfaction of employee and greater attrition charges. The associations amongst employee dissatisfaction and employee income and attrition rates are experientially established well in the United States (Imazeki et al., 2005). There are an increasing amount of international researches which discovered this relations (Davidson, 2007 and Lee, 2006).

In the United States, pragmatic researches explored that higher income is linked with lesser attrition fees in Wisconsin (Imazeki, 2005), Texas (Kirby et al., 1999), New York (Brewer, 1996), and all over the states based upon national information (Kelly et al, 2004). Utilizing data from year 1990 to 1991 Staffing Survey and Schools (SASS) as well as the 1992 employee following a Survey (TFS), Also Kelly (2004) has found growing employee income by \$4000 directs to a 3.8% raise in the possibility of remaining in the very same place of work for at least ten years.

In their research of analysis information from 379 beginner employees in year 1995 TFS and 1993 to 1994 SASS and 114 beginner employees in a western state, in their research (Stockard and Lehman 2004) discovered that the employees who have lower salaries, in the small city, and inside the West are further possible to leave their job. This connection between low employee income and high attrition rates and employee dissatisfaction has been stated in the international assessments.

In another case study of comparison of 37 school teachers among 12 Finland and English schools in, (Webb et al. 2004) stated which the teachers of Finland stated low income to be the main deterrent for staying in teaching, while the teachers in England reported heavy and hard workload as the discouragement. (Davidson, 2007) in his research believed that that poor working conditions as well as low teacher income had influence on teacher's incentive and motivation in order to carry out teaching duties well in the region of Tanzania.

Additionally, (Lim, 2016) reported that the economic and financial force in order to find more paid work leads to bring Fatigue and stress and exhaustion to teachers that helps professional development activities and teaching. (Lee, 2006) in the study of two NGO schools, discover that in those schools the teachers with no salaries believed their job as provisional or temporary, while those with secure income were happy and satisfied with their job as well as hoping to chase a higher and better training or degree in order to carry on teaching. These researches performed in United States.

Also overseas support the significance of teacher's income for training or teaching maintenance and effectiveness. When low teacher income or salary have an impact their incentive, teaching quality, motivation and increases and boosts teacher attrition, it is possible that low teacher wage or income finally influences student learning chances and opportunities.

H. There are some earlier studies related with the income

Most of the methods of measuring of inequality are built utilizing numerical preparations. The humblest method of measuring salary inequality is a variety and the variety which is the dissimilarity among the maximum & the least pay principles and standards for a populace model. Nevertheless, that evaluation is very partial because it depends simply on 2 comments and comments, and doesn't revenue into consideration last fundamental issues like the inhabitants of a county, and it is not responsive and sensitive to increasing pressure.

In another study by (Haughton et al, 2009) they explored that a few criteria essential for a dissimilarity measure and evaluation to be classified as high-quality. First of all, the measure needs to require the possessions of nearly mean freedom, while some adjustment in the mean income or wage throughout a balanced adjustment in wholly incomes and salaries couldn't influence the dissimilarity assessment and quantity. Also this ration must have resident's scope freedom, but a variation in a person, *ceteris paribus*, couldn't have any influence upon inequity assessment. Moreover, a well-organized assessment of inequality must contain the regularity

stuff, that incomes the difference evaluation and ration must stay unaffected and unchanged.

Furthermore, a comparative case study was conducted among 37 teachers of school in twelve primary graduate school in England then Finland; (Webb et al. 2004) concluded that educators in Finland stated that low income is a major deterrent for staying in teaching, while The teachers in England measured to be weighty capability as the deterrent. (Davidson, 2007) stated that teachers with little income or payment then deprived employed circumstances influenced educator incentive so as to carry out their duties and responsibilities successfully in Tanzania.

I. There are some cases and studies related with the tourism demand

A number of researches were conducted by (Lim et al, 1997) explored that tourist demand is huge by means of a general focus but (Miah et al, 2017) believe that tourist demand is vast with a local or regional focus, but there are factors that has significant impact on tourism demand such as the change of climate, price and income.

This part of the study emphasizes on tourist demand towards tourism as well as the factors that remarkably influence the demand of people towards it. In order to find out more about tourism demand it is good to look at a survey that was mad by (Witt and Witt, 1995, p. 469) that showed 'it is impossible to make a model which is suitable for the entire origin target pairs.

The study of (Crouch, 1995) confirmed the result of their research that concludes with the beginning of his meta-analysis which shows that tourism demand is certainly circumstance-specific. (Lim, 1997) has looked at and relied on the existing researches on tourism demand and the impact of income levels on it, and used multiple regression techniques for that purpose. Also there are another case study that is linked to our topic was conducted in Spain by (Yurko, 2010).

There is a strong relationship between income and the demand, and one would anticipate high inequality in order to raise the increase in ownership charges at low stages of income, as more inequality raises the many households by adequately high income to purchase a vehicle. On the other hand, at a more highly developed phase of growth, higher variation and inequality could have the opposite consequence, with making a big collection of poor households which have enough money to buy a vehicle in spite of a fairly high standard income in Spain (Biggart & Guillén, 2018).

In the other hand the study by (Moreno-Herrero et al., 2017) explored that wealth and income awareness in Spain has raised ever since the year 1990 even though rather salaried by the real estate means attentiveness that rejected throughout the accommodation rumble with a number of people investing in confidential accommodation and theatrical raises the price of real estate. Financial wealth and salary or income, though, is held excessively with the pinnacle benefited and percentile starting the flow in store prices. The key part of income

concentration in Spain is money gets but the major basis of general capital raise house ownership.

J. Empirical studies about tourism demand in several different countries

A research conducted by Vanegas Sir M. (2009) which was applied to the states of Latin American identifies an autoregressive form. He incorporated delayed variables in order to assess the selection of international demand of tourism. The econometric method prepared to examine the international demand for tourism via inhabitants of Brazil, Argentina, Venezuela, and Colombia to Aruba.

Income is one of the most important factor to determine peoples demand towards tourism. Earlier surveys on tourism, such as Joseph (1974), Fuji and Mark (1981), Carrey (1991), Jud and Joseph (1974), have discovered income to be most key variable. Dube & Nhamo (2020), slot in the actives of demand of tourism for lagged outcomes upon supply. Lately, Khadraoui & Smida (2012) state dynamic panel and static data (GMM-DIF) forms for tourism in Laos also guess the demand of tourism equations. The research of Vogt (2008) estimates real relative price and income of demand for United States imports and exports of tourism. The writer discovered that United States trading associates show to be further responsive towards the tourism determinants than in United States.

K. There are numbers of researches and studies about the relation between income and tourism demand

The study of (Ryan, 1991) has also conducted a research and argued that time sequence upon tourism are vulnerable to variations in macroeconomic expansion that can go ahead towards heteroscedasticity. Tourism shows up to be income inelastic at the times of decline of economy and recession, whereas at the times of growth of economy tourism appears as income elastic. Ryan, (1991) in his study has given a qualitative approach towards the demand of tourist. Choosing a travel destination is a complicated process as the industry of tourism is a quick varying industry and recently has grown up and is now worldwide the leading industry.

Another research was conducted by (Imazeki et al, 2005) on the relationship between Employee's income and the level of their demand" He observed that the low income of teachers frequently leads to dissatisfaction and high abrasion duties are empirically established really well in the U.S. Also it is argued that the happiness of them is mainly based around their income and it is also one of the main drives to convince them and increase their demand towards tourism and take a step forward.

There are many numbers of international researches that found such relations (Davidson et al linked 2007). (Imazeki, 2005) also believes in the U.S., experiential researches conducted and create that upper income is with lesser abrasion and aberration degrees hip Wisconsin, The state of Texas state (Kirby et al., 1999), all over US based on the country's data (Kelly et al, 2004). Also by using the information of the Schools and Staffing Survey between the years 1990-1991 as well as the year 1992 the survey of Teacher Follow-up, (Kelly,2004) concluded that rising teacher and employee's income by \$4000

makes a 3.8% boost to in the likelihood of staying in the same job for about 10 years.

In their surveys information which was collected from 379 beginner teachers and employees in the years 1993–94 also 1995 and from 114 initially time lecturers in western state-run, it was found by (Stockard and Lehman 2004) that the educators who have lower with lesser income, in smaller towns as well as in the West are more expected than other teachers to quit teaching. This kind of connection amongst lower teacher wage, teacher disappointment and higher abrasion rates has been showed in international researches.

Further study which intimately related to our topic is (Latzer and Mayneris, 2012) and (Fajgelbaum et al, 2009). In their research they connect demand for quality services and goods with the inequality of income. In a perpendicularly distinguished model (Fajgelbaum et al. 2009), they believe varied customers in terms of capital facing a component use choice. They explain that an additional to the standard income, at a chosen inequality and country size, increases the part of customers that increases the demand for higher services and goods.

Moreover (Latzer and Mayneris, 2012) found the impact of inequality in a structure of non-homothetic favorites'. Also (Fajgelbaum et al, 2009) in their study explored that the quality convenience of exports and production goes up with inequality but also with the average income also they argue that more un-similar states developed and move up a comparative benefit and advantage in high quality differences.

On the other hand (Martin and Mayneris, 2013), has conducted a study and used French export information (data), found that luxury exporters are further sensitive to salary and income for each capita and a lesser amount sensitive to distance. Additionally, they also believed a significant reorganizing in high end exports going towards rising economies.

L. Research Model

Aim of this study to investigate the impact of employee's income grades on tourism demand as well as to identify the relation between employees' salaries and tourism demand.

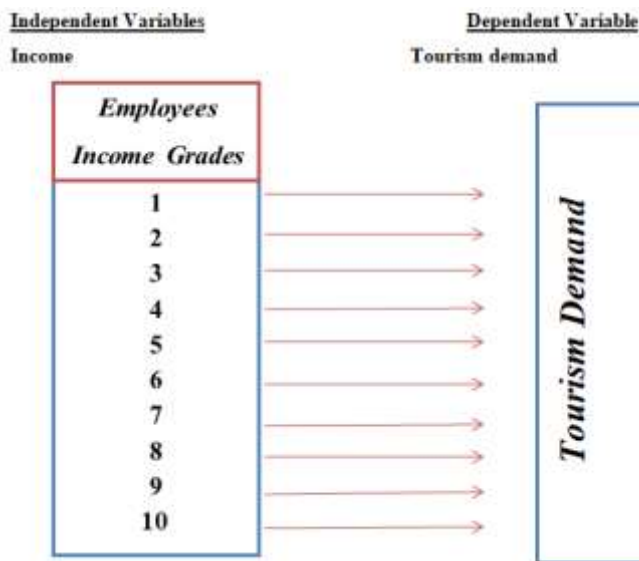


Figure (1) Prepared by the researchers. Data were collected using a self-completion questionnaire which was developed based on previous empirical research (Akroush, 2011).

III. METHODOLOGY

Data were collected using a self-completion questionnaire which was developed based on previous empirical research (Akroush, 2011). The number of employees in this institute about 220 employees in various disciplines and grades by Scientific Certification. Through this study quaternary forms are distributed to that number of staff to respond to questions on the search to find the results to be achieved. The main methodology selected for this study is the way the questionnaire. And will survey was conducted in the period from January 2015 to February 2015 are getting the raw data through a structured survey questionnaire. Total of ten questions under ten head elements ladder staff income (first class, second class, third class, fourth grade, fifth grade, sixth grade, seventh grade, eighth grade, ninth grade and tenth grade). Included physical evidence and questions of employee satisfaction in the survey questionnaire. Data were analyzed by using software SPSS- 17 version. The following statistical techniques were applied to analyze the data to carry out an independent Pearson correlation method using SPSS, as well as interpret and report the results from this test.

IV. FINDINGS AND DISCUSSION

Treatment was necessary statistical data to extract the numbers and percentages, as well as averages, standard deviations, estimates of the study sample to the availability of characteristics of tourist income effects on tourism demand in koya technical institute and the Koya region by statistical tests the following:

Pearson correlation method using statistical software (SPSS). Also by using this program the data was analyzed to find and get several other results. So that to get answer:

Q1 - What is the impact of income on demand for tourism at (Koya Technical Institute)?

H1: income grades can increase the demand for tourism.

Q2- Which level of employment has more demand towards travelling and tourism and which one has less demand?

H2- The employees who have more income have more interest towards tourism.

The statistical analyses were conducted using the Statistical package for the social sciences (SPSS). The data was collected by face to face. Initially, the Cronbach's alpha technique was used in order to find the internal reliability for the depression scale (CES- D). The Cronbach's alpha coefficient was .732 which indicates a good level of internal consistency for the scale. Next, we examined the descriptive statistics for the variables. The Pearson correlation method were then performed to find the relationships among the variables. First, the Pearson correlation coefficient (r) was used to assess the strength and direction of the relationships between variables. Regarding unjustified confidence was conducted to explore the relationship between the variables.

Table (1)
koya technical institute statistics

Case Study		Frequency	Percent	Cumulative Percent
Valid	koya technical institute	120	100.0	100.0

Table (2) shows descriptive ,means and standard deviations for all questionnaire tools such us (gender, age, education, experiences, income grades, tourism importance and tourism purpose) which are used to an exploratory study on Koya Technical Institute employee's opinions about the impact of income grades on their tourism demand .

Table (2)
Descriptive statistics (mean and standard deviations) of all questionnaire tools (N=10)

Variables	Mean(M)	Standard. Deviation (SD)
Gender	1.3333	.47338
Age	3.1833	1.00405
Education	3.9750	1.68763
Experience	3.7500	1.39175
income Grades	6.3083	2.01589
Tourism Important	1.8000	.87544
Tourism Purpose	1.6500	1.05838
Repeat Tourism	3.8083	.78103
Tourist Spending	3.2000	1.92550
TOU	16.7667	3.35249

Also this 120 questionnaires were distributed among them were 80 males which is equal to 66.7% and 40 of them were female that is 33.3% females in the whole institute that appears in table (3).

Table (3)

Gender Sample		
Gender	Frequency	Percentage
Male	80	66.7
Female	40	33.3

The sample is according to age of employees, which is divided into six classes from less than 20 years old, 20-29 years, 30-39 years, 40-49 years, 50-59 years and over 59 years for each class there is the number of participations with their ratios shown in the table (4) as below:

Table (4): Age Sample

Age classes	Frequency	Percent
less than 20 years old	2	1.7
20-29 years	28	23.3
30-39 years	50	41.7
40-49 years	29	24.2
50-59 years	8	6.7
more than 59 years	3	2.5

The sample arranged according to employees level of education divided into seven classes (PhD, Master, Post Graduate diploma, Bachelor, diploma, GCSE General Certificate of secondary Education and Basic school). For each class there is the number of participants with their ratios that is shown in the table (5) below:

Table (5): Employee's Educational Level

Education classes	Frequency	Percent
PHD	4	3.3
Master	33	27.5
post graduate	4	3.3
Bachelor	32	26.7
Diploma	27	22.5
GCSE General Certificate of Education	8	6.7
Basic school	12	10.0

The sample is also arranged according to years of work experience of employees which is divided into five classes (1-5 years, 6-10 years, 11-15 years, 16-20 years and more than 20 years) also for each class it has the number of participants with their ratios that is shown in the table (6) below:

Table (6): Work experience classes

Experience classes	Frequency	Percent
1-5 years	31	25.8
6-10 years	25	20.8
11-15 years	23	19.2
16-20 years	25	20.8
more than 20 years	16	13.3

Table (7) show results about income grades .What can be explained or illustrated is that Iraqi income grade (2008) and it is divided to 10 grades, the first grade starts with level (10) and the amount is (148000-34000)Iraqi dinars (ID), also the final level is grade One, and the amount is (948000-1148000) ID.

This study states that level Six which its amount (362000-520000) ID contains the most income of the employers (In total samples) that is (26) employee which is %21.7 amongst (120) employee who have different qualifications and experiences.

In the meantime, level (10) (148000-340000) ID illustrates those who have the least demand among the samples and they are only four people which is % 3.3. This means that the higher the income is, tourism demand increases.

Table (7) Income Grades

Income grades	Frequency	Percent	Cumulative Percent
Grade 10 (140000-340000) ID	1	.8	.8
Grade 9 (185000-380000) ID	3	2.5	3.3
Grade 8 (240000-420000) ID	5	4.2	7.5
Grade 7 (296000-480000) ID	12	10.0	17.5
Grade 6 (362000-520000) ID	26	21.7	39.2
Grade 5 (429000-560000) ID	18	15.0	54.2
Grade 4 (509000-630000) ID	15	12.5	66.7

Grade 3 (621000-741000) ID	20	16.7	83.3
Grade 2 (758000-928000) ID	16	13.3	96.7
Grade 1 (948000-1148000) ID	4	3.3	100.0
Total	120	100.0	

Table (8) shows the research result which is (54) people that is % 45.5 amongst the whole sample shows that tourism is really important, (42) people which is % 35 believe that tourism is important. Therefore it can be said that amongst (120) samples which is % 80 believe that tourism is very important and the rest thinks it is important for them.

There might be different factors that motivate the employees to see tourism as such important. For instance, the development of education and increase in income as well as growth of knowledge of the employees in the institute. Also (18) employee which is %15 believes that tourism is moderate in their lives, Only six people which is % 5 which is very less believes that tourism is less important.

Table (8) Tourism Important

Tourism important		Frequency	Percent	Cumulative Percent
Valid	really important	54	45.0	45.0
	Important	42	35.0	80.0
	Moderate	18	15.0	95.0
	less important	6	5.0	100.0
	Total	120	100.0	

As it is shown in the table (9) that 80 % out of % 100 believes that tourism is really important and some believe that it is important. Therefore % 64.2 of their travel is for the purpose of wellbeing, in order to rest and relax of their busy working.

After that the purpose of science is coming in % 17.5 which is not less and it is vital, which are mostly students to study master degree and PHD. Also %11.7 of the employees utilizing tourism for health purposes such as treatment of illnesses that cannot be treated in their own country. But the least of the samples shown that tourism is used for archeology purposes that is % 4.1 which is too less in comparison to the all the archeological places that exist in the region. Also the result shows the tourism for religion purposes is % 2.5.

Table (9) Tourism Purpose

Tourism Purpose	Frequency	Percent	Cumulative Percent
well-being	77	64.2	64.2
Science	21	17.5	81.7
Health	14	11.7	93.3
Religion	3	2.5	95.8
archeology	5	4.2	100.0
Total	120	100.0	

According table (10) to this study its shown that most people in the samples that are (67) employees, which are % 55.8 go on tourism yearly which states that national anniversaries such as (Nawroz) and end of the studying year’s holiday that there is a lot of free time for them. The truthfulness of this states that monthly travels are less than yearly travels that is %21.7 and weekly is even less which is only % 6.7. Also %15.8 is those who do not travel even once a year.

Table (10) Repeat Tourism

Repeat Tourism		Frequency	Percent	Cumulative Percent
Valid	Weakly	8	6.7	6.7
	Monthly	26	21.7	28.3
	Yearly	67	55.8	84.2
	more than a year	19	15.8	100.0
	Total	120	100.0	

The table (11) below illustrates that the amount of money spent in each time of tourism and for all the purposes is less than (200000) ID by (31) samples which is % 25.8. And the one that is coming after this is a (201000-400000) ID by (30) sample which is % 25. Whereas the least that spent is a (401000-600000) ID by (8) sample which is % 6.7. Finally the rest of the samples is between them in different ratios as it is illustrated on the above table.

Table (11) Tourist Spending

Tourist Spending		Frequency	Percent	Cumulative Percent
Valid	less than 200000ID	31	25.8	25.8
	201000-400000 ID	30	25.0	50.8
	401000-600000 ID	8	6.7	57.5
	601000-800000 ID	9	7.5	65.0
	801000-1000000 ID	19	15.8	80.8

id	More than 1000000 ID	23	19.2	100.0
	Total	120	100.0	

V. Correlations

Table (12) shows descriptive statistics, means and standard deviations for questionnaire tools such as (Age, Repeat Tour, TOU) study on Koya Technical Institute employee’s opinions about the impact of income grades on their tourism demand.

Table (12) Descriptive Statistics (N =120)

Descriptive	Mean	Std. Deviation
Age Repeat Tour	3.1833	1.00405
TOU	3.8083	.78103
	16.7667	3.35249

The Pearson correlation and method were then performed to find the relationship between age and Repeat Tourism, the Pearson correlation coefficient was $r(118) = .320$, $p = 0.01$ is using to measure the strength and direction of the interactions among variables. There is a significant positive relationship between age and repeat tourist $r(118) = .320$, $P = 0.01$

Table (13) Correlations (N=120)

Pearson correlation		Age	Repeat Tourist	TOU
Age	Pearson Correlation	1	.067	.320**
			.470	.000
		120	120	120
Repeat Tourist	Pearson Correlation	.067	1	.541**
		.470		.000
		120	120	120
TOU	Pearson Correlation	.320**	.541**	1
		.000	.000	
		120	120	120

The Pearson correlation methods were then performed to find the relationships among the income and tourism. There is a significant positive relationship between income and tourism Pearson correlation coefficient $r(118) = .570$, $p = 0.01$ was used to assess the strength and direction of the relationships between income and tourism. Regarding unjustified confidence was

conducted to explore the relationship between income and tourism.

Table (14)
Correlation between income & Tourism

Correlations		Income	TOU
	Pearson Correlation	1	.570**
Income	Sig. (2-tailed)		.000
	N	120	120
	Pearson Correlation	.570**	1
Tourism	Sig. (2-tailed)	.000	
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation and method were then performed to find the relationships among the tourism and experience. The Pearson correlation coefficient $r(118) = .492$, $p = 0.01$ was used to assess the strength and direction of the relationships between tourism and experience. Regarding unjustified confidence was conducted to explore the relationship between income and Experience, controlled for accuracy. It was shown that there is a strong relationship between tourism and experience as when experience increases; the income increases thus a demand for tourism increases.

Table (15)
Correlations between TOU & Experience

Correlations		TOU	Experience
	Pearson Correlation	1	.492**
TOU	Sig. (2-tailed)		.000
	N	120	120
	Pearson Correlation	.492**	1
Experience	Sig. (2-tailed)	.000	
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

VI. CONCLUSIONS

The results show that the relationship between income and tourism demand is a positive relationship, in a way that when income increases also tourism demands increases and the other way round, whereas when income decreases, the demand decreases too. Thus first hypotheses are true and accepted. To most of Koya Technical Institute employees going on tourism are really important and some believes that it is important which is % 80. Most of the employees utilize tourism for wellbeing purposes which is % 64.2. On the other side, tourism for religion purposes is the least purpose that the employees use.

And the rest of the other purposes is in between these two purposes in different percentages. Most of the employees travel yearly and the least is weekly. Most of the employees spend less than (200000) ID for each time they go on tourism which is % 25.8.

VII. RECOMMENDATIONS

1. Attempting to increase employee's income will be a crucial factor to encourage them in order to go on tourism through the following:
 - Getting loans from government or private sectors thus they use it for tourism purposes.
 - Employees might do over time in their work place or doing part time work outside to as long as it is their field of work in order to attain more money.
 - Building project advance (collection) between among employees to gain more cash.
2. Increasing the awareness of people through the programs of educational sector such as: schools institutions and universities.
3. Promotion of tourism through advertisement to engage tourists.
4. Encouraging foreign investment in the country, this is to expand and increase tourism places which will become a factor to increase tourism supply, also it causes competition between investors, therefore the price will decline and the demand of tourism increases.
5. Developing infrastructure (Transportation factors, Electricity, Water, Roads and Hotels).
6. Increasing the awareness of people regarding the benefits of tourism.

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