

THE ROLE OF SLUM TOURISM IN SUSTAINABLE URBAN DEVELOPMENT OF SLUM AREAS IN IRAQ

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Abstract

The concept of sustainable development has occupied the attention of the international community to meet the growing challenges of urban growth and population growth in the 21st century. The phenomenon of slums is one of the most important of these challenges, on the other hand, slum tourism has emerged as a solution to these challenges, as it is considered an engine of economic growth, cultural communication, and social interaction, and has become a legitimate global tourism that attracts nearly one million tourists annually. Iraq suffers from spread of slums around cities with a clear shortage of tourist facilities; difficult access; loss of security and safety; weak marketing and promotion; and the need for organization and integrated management. The research is an attempt to fill the need for knowledge about the role of urban catalyzation strategies in activating this type of tourism and achieving sustainable development of slums, and to achieve the objectives of the research, an inductive analytical approach was used to collect and analyze data from previous literature, and a field survey was conducted for a random sample (150 people) from the local community with interviews with residents and analysis of global applications, to identify the extent of the local community's knowledge of the concept of slum tourism and its role in achieving sustainable urban development for these areas. The research found that slum tourism plays an important role in achieving sustainable urban development for these areas, as it contributes to the economic growth of local communities, reduces poverty, reduces the negative impact on the environment and accelerates the growth and development of local areas in general.

Keywords:

Slums;
Slum Tourism;
Slum Development;
Sustainable Urban Development;
Urban Catalysation.

1 Introduction

The pace of urban development is accelerating in the modern era, which creates new challenges for urban communities, and among these challenges is clearly the phenomenon of slum tourism, which captures the attention of the international community, as it is a paradox between the ambition of tourists to search for unique experiences and the reality of poor communities. Slum tourism has spread widely and significantly in multiple countries in Asia, Africa, and Latin America in the current century, and it is no longer just a means to combat poverty, but has formed an attraction for tourists, so it has become a legitimate global tourism that attracts nearly one million tourists annually [31]. The concept of slum tourism is no longer only a major force in global trade, but has become a vital factor in the economic, cultural and social development of any country, and has become a new economic phenomenon, new business, and a new industry of great size and dimensions, as growing technological progress, innovations and new forms of tourist attractions and tourism-related companies have contributed to making it a global trend. There are many aspects that attract slum tourism such as traditional values, rich cultural diversity, a strong sense of solidarity and interaction with the local population, as well as

poverty, which is closely linked to slum tourism as the main attraction of slum tours whose attractiveness is linked to tourists' perceptions of those destinations [23]. The attractiveness of slums as tourist attractions is enhanced by the image of the cosmopolitan metropolis that was gaining popularity at the time, a concept expressed by slum tourism (Slumming) referring to cultural diversity, as well as the variation in urban composition and diversity: wealth and poverty, modernity and obsolescence, equality, and spatial classification [15]. Since its modern beginnings until the last decade, it has been seen as a tool for sustainable development, due to the dependence mainly on local environmental resources (physical - human - natural), so that they are used to provide a suitable environment to provide a distinguished local tourism product in a way that works to achieve the benefit of this resource for the largest possible time [2], in addition to its social and cultural diversity, and diversity in Local economy, crafts and handicrafts that collectively represent components of the local economy on the one hand and attractive elements on the other [1], thus empowering the community and providing a platform for local people to represent and interpret their land and participate in sustainable urban development [22].

The Problem of Research

The research problem lies in the fact that is a lack of knowledge about the role of urban catalyzation strategies in activating and developing tourism in slum areas and achieving sustainable development for local communities.

The Importance of Research

The importance of research in looking at the future of slum tourism as an emerging field that poses multiple challenges and opportunities, and achieves a balance between the continuity of this type of tourism and improving the quality of life in poor communities by benefiting from the global experiences in developing this type of tourism, upgrading slums and integrating them into the fabric of the city, to transform them into developed urban areas in a comprehensive and sustainable manner.

The Hypothesis of Research

The hypothesis of the research states that urban stimulation strategies have a positive dimension in activating tourism in those areas and understanding its actual impact on slums and achieving sustainable urban development for poor communities.

The Aims of Research

The research aims to understand the challenges of modern urban cities, analyze the concept and impact of tourism in slums, and develop stimulating strategies for this type of tourism that contribute to achieving sustainable urban development and improving the quality of life in poor communities, in addition to bridging the knowledge gap on the role of urban stimulation strategies in promoting tourism in slums, and achieving sustainable urban development for local communities.

Methodology

The research methodology relied on the inductive analytical approach through two axes, the first axis dealt with the collection and analysis of data from previous studies and theories related to the phenomenon of slum tourism, and the concept of slum tourism as an engine of economic growth and social and cultural interaction. As for the second axis, global applications were analyzed, and a field survey was conducted for a random sample (150 respondents) from the local community and concerned specialists, tourists, travel agencies and other bodies related to tourism, in addition to interviews with residents of slum areas. A four-section questionnaire is designed according to the research objectives, as it aims to survey the opinions of individuals about slum tourism and its role in sustainable development to achieve a better understanding of the challenges and opportunities related to slum tourism and achieve sustainable development.

1.1. Literature Review

Slum tourism is described as the concept of slums in many terms: Township tourism, Poverty Tourism, Slumming, Slum Tourism, in an attempt to learn about the real life of the poorest communities around the world [2], where a number of people visit a slum, wander its streets, get closer to the lives of the poor and learn about their lifestyles [1]. Behind all these different terms, there are different concepts of slum tourism that help understand this phenomenon [23], according to (Freire-Medeiros 2009), Slum tourism is an inherent part of reality tourism; while Frenzel et al. (2015) [11] points out that slum tourism overlaps with other forms of tourism such as dark tourism, volunteer tourism, and development tourism, the relationship between poverty and tourism is not only limited to how tourism affects poverty, but also about how poverty is used as a tourist attraction, as poverty considers itself a subject of tourist exploration [12]. As for (Rolfes 2010), he attributes this "conceptual ambiguity" in this new type of tourism to the difficulty of setting a specific goal for slum tourism, as he sees it difficult to determine the tourist attraction factor in slum tours, although poverty and human misery play an important role, but tours do not only focus on the experience of poverty as the word "poverty tourism" can suggest, but is considered as a general framework that shows the economic reality and the social of the population and communities in these neighbourhoods [13]. Based on the previous literature, we can define slum tourism as a form of specialized tourism, involving visiting areas and slums in cities, with the aim of overcoming their attractiveness; learning about real life there; exploring a different culture; or gaining a new experience; it is a means of changing the negative perception of slums; a catalyst for social justice; a catalyst for local entrepreneurship; and a tool for urban development.

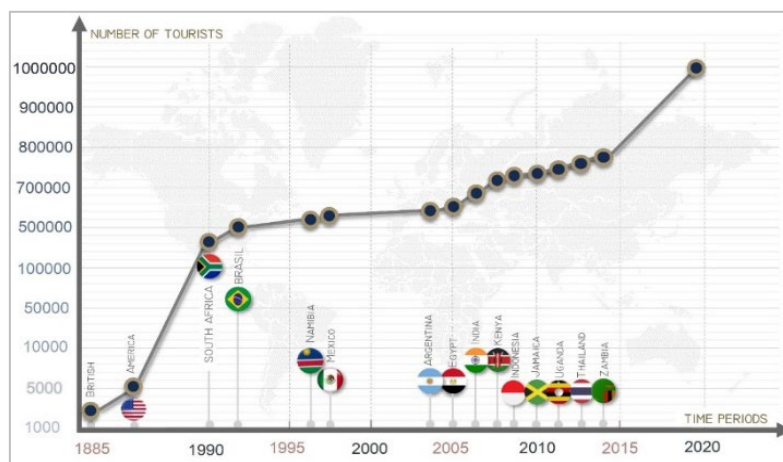


Fig. 1: Growth of the phenomenon of tourism in slums, Researcher based on (Frenzel, 2021).

1.1.1. The History of Slum Tourism

Slum tourism has a rich history, it is not a new phenomenon, but dates to 1884, where it appeared as a type of specialized tourism focused on visiting poor areas in England - Britain, and in September 1884, this term was included for the first time in the dictionary (Oxford) as a term (Slumming it) [18]. The phenomenon spread to the United States where wealthy residents of New York City began to explore the impoverished immigrant areas of the East Side of New York to learn "how the other half lives" [5].

In the 1900s, slum tourism declined, but it regained its popularity in the mid-nineties, as interest in social issues, or in general, the interest in the human condition, which was one of the main reasons for the revitalization of this type of tourism, increased. The concept of slum tourism has evolved

considering the developments experienced by the global community, especially after some films dealt with the subject of slums, which led to the expansion of slum tourism and the gradual increase in tourist trips to it [1]. At the beginning of the twenty-first century, the stereotype of slum tourism as an urban phenomenon changed and became a global legitimate tourism that worked to form the relationship between poverty and tourism, so tourism is no longer just a means to combat poverty, but poor neighbourhoods have become an attraction for tourists.

1.1.2. Theoretical Foundations of Slum Tourism

This study will discuss five theories (Maslow's pyramid theory of basic needs; Pierce's ladder theory of travel; postmodern tourism theory; Li's push-pull theory; and smart tourism investment theory) as the most explaining theories for individuals' motivations and interests in participating in slum tourism [21]. as well as their compatibility with the main research objectives.

Firstly: - Maslow's Hierarchy of Needs

It is clear from Maslow's pyramid of human needs that the basic needs of humans are not met by many slum dwellers and if they are met, they are not well efficient [30]. Maslow's pyramid of needs is divided into five levels that represent the basic needs for human survival, and it is not possible to move from one level to another until the previous level is met and the needs are met, as shown in Figure (2).

Slum dwellers may exhibit preferences and behaviours that contradict the sequence of needs in Maslow's pyramid theory, reflecting unique challenges that go beyond the concept of basic needs, where individuals have very different priorities and needs than those described by Maslow's pyramid.



Figure 2. Maslow's pyramid, Researcher based on (Al-Jundi, 2016)

Secondly: - Pearce Travel Career Ladder

The Pearce Career Travel Ladder is a theoretical model proposed by David Pearce in 1991 to understand travellers' behaviour and development during their lives, the model is based on the idea that there is a specific evolution that occurs in an individual's relationship with travel over time. In his studies,



Pierce adopted Maslow's pyramid and developed it into the Travel Career Ladder, to understand the main drivers of travel through five levels [21], as in Figure 3.

Figure 3. Peirce's Travel Ladder, Researcher based on (Macanas, 2023).

Thirdly: - Postmodern Tourism

Postmodern thought changed many things such as people's lifestyles, values, attitudes towards life and consumer behaviours, and tourism that was focused on Hedonistic Consumption was also affected by this change [7], as new forms of tourism emerged, which have the potential to replace or at least change the already existing forms and infrastructure of tourism. The search for authenticity in travel in a postmodern society is a broader framework that aims to describe structural transformations in society and the identity of the individual, the new middle class, considers travel as a means to build its internal identity, lifestyle, priorities and cultural capital, as members of this class aspire to the role of travellers, which distinguishes them from those who occupy lower social positions; to be a traveller means to participate in an activity that enables you to acquire Unique knowledge, storytelling and narratives that reflect your visits to different places from a completely new perspective [20].

Fourthly: - Smart Tourism Investment

Smart Tourism Investment Theory is based on the concepts and foundations of sustainable tourism, with a focus on the effective use of natural and cultural resources, and enhancing cultural communication between tourists and local communities, and encourages the adoption of investment methods that stimulate innovation and enhance diversity in tourism offerings, which contributes to attracting diverse categories of tourists and achieving tangible economic and social benefits for communities. Local [2].

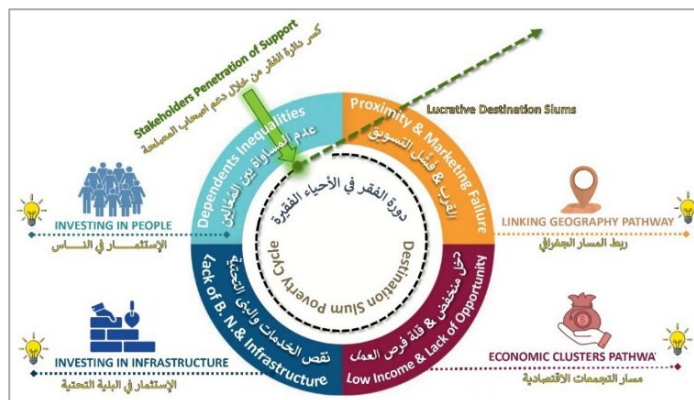


Figure 4. Smart Tourism Investment (Elmanzalwi, 2022).

Fifthly: - Push and Pull Model

Lee pointed out in his theory (push and attraction) in 1966 to the factors that push people to travel or engage in tourism, there are two types of factors [21]: First, (Push Factors): They are intangible desires that arise from within the person, such as escaping from daily routine, self-discovery, relaxation, adventure, or income. Second, Pull Factors: These are external travel stimuli such as scenic beauty, climate, history, culture, sports, or infrastructure [21].

1.1.3. Types and Levels of Slum Tourism

Ausland seeks to provide a classification of slum tourism in general, as it identifies three types: -

1) Educational Travel: It is a type of educational tourism, based on clear educational objectives aimed at providing opportunities for learning and education during travel and exploration, and includes visiting historical and cultural sites [9].

2) Leisure Tourism: Defined as leisure tourism where people can relax and experience an environment different from their own [16].

3) Volunteerism Labor: Refers to volunteer work that is done without financial compensation, where individuals give their time and effort to help others and contribute to changing the lives of members of their community as a social responsibility instead of receiving a financial reward [25].

In addition, studies show that slum tourism can take place at several levels:

1) The level of geographical scope: It may be local, regional, or international, depending on the region you are targeting.

2) The level of tourism experience: It can be a viewing experience only, and learning about daily life there, or more in-depth interactive experiences such as participating in local activities.

3) The organizational level: It may be a local initiative run by local communities, or part of larger tourism, development or social strategies overseen by government agencies or international organizations.

4) The level of objectives: Either to learn about the local culture or contribute to improving the quality of life there.

1.1.4. Slum Tourism and Sustainable Urban Development

It aims to learn about the local culture and the experience of daily life there, or the main objective may be to support the local economy and contribute to improving living conditions as shown in Table (1):

Table 1. The main goals of Slum Tourism, (Researcher)

No	The Role of Slum Tourism in Sustainable Urban Development	
1	Improving economic conditions.	(a) Improving the economy of poor communities; (b) Strengthening linkages between tourism companies and the population; (c) Encouraging the participation of local people in tourism development [5].
2	Improving social conditions.	(a) enhance safety; (b) reduce potential hostile situations; (c) make the area more attractive by reducing the number of beggars, making visual improvements, and improving the environment [9].
3	Promote awareness and understanding.	(a) Raising awareness of the social issues and challenges faced by the residents of those neighborhoods; (b) A means of creating awareness of the plight of the urban poor in poor communities among foreign and local tourists.
4	Promote cultural interaction.	(a) The relationship between tourists and slum dwellers is the relationship in which the concept of power is linked to slum tourism; (b) Slum tourist attractions are focal points and social places that allow cultural interaction and exchange [4].
5	Urban development of local areas.	Transforming slums into real urban areas by: a- Improving the built environment of slums: - through the development of public facilities and tourist facilities; b- Integrating them into the urban fabric of the city: - By expanding access through roads and linking the tourism system of slums with heritage and historical areas [2].
6	Promoting sustainable development.	(a) linked to issues of improvement, urban management, and spatial renewal [23]; (b) a means of local development and an engine of economic growth; (c) a tool for cultural communication and social interaction.

Slum tourism is a development tool that not only aims to eradicate poverty, but also seeks to harmonize the concepts of poverty and development in such a way that tourists and tourism agencies feel able to solve these problems [12]. Achieving sustainable urban development, shown in figure (5): -



Figure 5. The relationship between slum tourism and sustainable urban development, (Researcher).

As for the motives of slum tourism, they vary to include more than one purpose, as shown in Table

Table 2. The main Motivations of Slum Tourism, (Researcher).

No	Main Motivations of Slum Tourism	
1	Payment factors	Find new experiences, explore unknown places.
		Cultural and social understanding of the lifestyle and living conditions of the inhabitants of poor communities, witnessing them on the ground and experiencing the harsh life of their inhabitants firsthand.
		Conveying the real image and ascertaining whether the image transmitted through the media reflects the truth or not.
		The desire to make an impact by seeking tourism experiences that are in line with sustainability and achieve interaction with poor communities through volunteerism and support for the slum economy.
2	Attractions factors	Poverty and the poor condition of the slums and being isolated places from the rest of the city.
		That these areas exist and that they perform a function and that there is something valuable there that should not be ignored.

2. Applied Study

2.1. Urban Catalyzation Strategies

The concept of urban catalyzation first appeared at the beginning of the eighties of the last century when it was concluded that the urban environment has a significant impact on the communities in which it lives [3], then the concept of urban catalyzation appeared again in the proposals of (Otto) and (Logan) in the late eighties of the last century, and was associated with the positive impact that a building or a single project has on other projects and thus in the shape of the city, and expanded to include elements other than Buildings and entered into different urban design contexts as well as urban development in its various forms [33]. While Bohanan defines it as a new redevelopment strategy, consisting of a series of projects that drive and guide urban development, after past redevelopment strategies such as urban renewal and large-scale redevelopment projects threatened the vitality of city centres, urban catalyzation is a holistic approach to revitalizing the urban fabric of a city [3]. Urban catalyzation has been defined as the process that aims to give new life to urban areas experiencing physical, social, and economic difficulties, so that they are ready to meet contemporary needs and requirements (Spandau, 2010). The process of urban catalyzation is only an important alternative to the redevelopment strategies of the past that threaten the vitality of city centres [7], urban catalyzation is an effective way to revitalize urban areas that suffer from physical, social and economic difficulties, so that they are ready to meet contemporary needs and requirements [32], and urban incentives play an important role in reviving the urban fabric of the city, supporting and enriching urban development projects and enhancing the sense of in place [33].

Urban catalysation strategies related to slum tourism (Social Urbanism; SOLAR Cities; Community Tourism; Creativity Urban Development; Urban Upgrading & Greening) aim to promote the sustainable development of those neighbourhoods and attract tourists and investors in ways that enhance economic and social life in them, as shown in:

Table3. Strategies drawn from global experiences, (Researcher)

Country	Strategy	Mechanisms
Colombia	Social Urbanism: - Use urban and social interventions to improve the quality of life in slums, build their spatial image and connect them with the rest of the city (26).	Integrated Urban Projects (PUI) include providing good urban facilities (schools and libraries), improving urban transport, providing public places and places for entertainment, social interaction spaces.
		Achieving urban and social integration of the city, thus achieving sustainable urban development.
		Initial policies and programs include: (providing security and combating corruption, education and education, community participation).
Egypt	SOLAR Cities: - Linking the main landmarks of Cairo with tourism in slums to achieve urban integration at various levels (27).	Providing appropriate access for the tourist and ease of movement.
		Improving infrastructure and aesthetic improvements (facade painting, road level adjustments, street lighting).
		Internal self-development and creating a positive external image of slums.
		Create an educational experience that attracts more visitors from different segments and enhances their interaction with slum dwellers (teaching and learning).
Brazil	Community Development: - Improve access to slums and connect them with tourist attractions in the city and make them part of public urban life (28).	Improving infrastructure and urban transportation system (internal streets of slums) to Providing appropriate access for the tourist.
		Providing tourist facilities and a hostel for tourists.
		Rio Top Tour and MUF projects as urban catalysts, which aims to promote community tourism and improve the image of the city.
South Africa	Creativity Urban Development: -Linking slums areas with tourist attractions areas in south Africa cities, create new spaces that will be a center for cultural and tourism activities (29).	Improve access to slums through linking them with main cities and integrating them into the urban fabric of the city.
		Developing special areas that will be a center for cultural and tourism activities and creating spaces for social interaction to attract tourists, and enhances their tourism experience.
		Stimulating economic activities, maximizing creativity potential, and developing new creative and innovative tourism products.
		Making culture an economic resource and important part of urban development
		Promoting slum tourism through local development programs.
Indonesia	Urban Upgrading & Greening: Improving living and environmental conditions in slums by improving accessibility and linking them with the modern city, adding green spaces and providing basic services (22).	Improve accessibility; and provide essential services.
		Provide green areas and spaces for social interaction.
		"Collaborate with companies and government agencies to support and empower poor communities, involving residents in decision-making."
		Spreading environmental awareness among the population and encouraging healthy and clean practices.

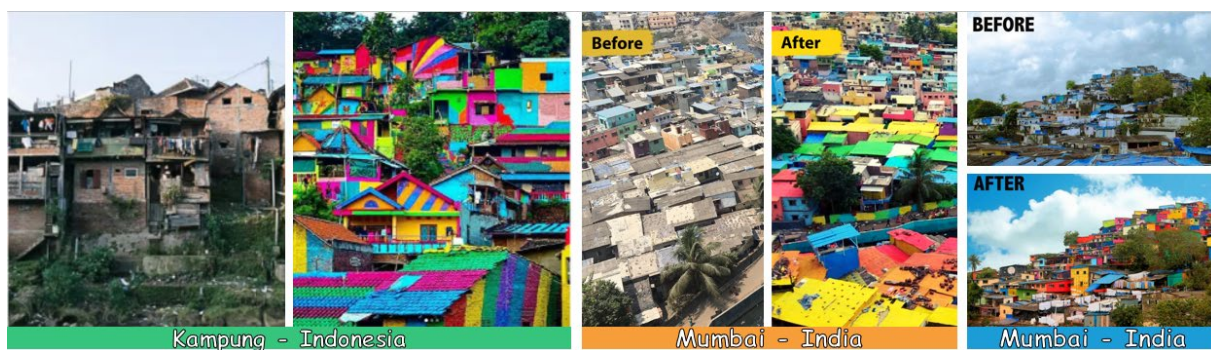


Figure 6. Slums "Before and After" tourism, (The Guardian, 2023).

2.2. Field Study

Through two questionnaires distributed to a sample of 150 people, the researcher targeted the local community, tourists, travel agencies and other tourism-related parties, in addition to residents of slum areas, to understand their opinions, needs and attitudes towards this type of tourism, the questionnaire consists of four sections commensurate with the objectives of the research.

2.3. Results

The validity and reliability of the study tool: The value of the total data ranged from 0.63 to 0.85, all of which were significant statistics at a significant level of 0.05, and this indicates the validity of the tool.

2.3.1. Section One: Demographic Data

Table 4. Respondents' Demographic Data, (Researcher)

Respondents' Gender			
NO	Attribute	Numbers	Percent
1	Males	78	52%
2	Females	72	48%
3	Total	150	100%
Respondents' Age			
NO	Attribute	Numbers	Percent
1	From 20 to 40 years old	108	72%
2	From 40 to 60 years old	42	
3	Total	150	100%
Educational Level			
NO	Attribute	Numbers	Percent
1	Average Education	20	13.3%
2	University Education	84	56%
3	Postgraduate Education	46	30.7%
4	Total	150	100%

The results in Table (4) indicate that there is a strong representation of the age group (20-30) in the study. On the other hand, the age group (20-40) represents fewer study participants. As for the educational level of the respondents, it was found that 56% of them had a university degree in various fields and were the largest percentage, which positively affected their ability to follow new trends in tourism, such as slum tourism.

2.3.2. Section Two: Local Society's Acquaintance with Slum Tourism

On the extent to which the local community knows about slum tourism, the results of the survey show that 40% know what slum tourism means, and they are familiar with its concept, while 28.7% do not know what it means, and 31.3% are familiar with its concept but need clarification or additional knowledge. The results also show the participants who are familiar with its concept are specialists, travel agencies and relevant tourism authorities. As for their previous visit to a slum area, the results indicate that 86% of the respondents had visited a slum area in the past, while 14.0% of them had never visited a slum. These results show that a large percentage of the sample members have visited these areas, which indicates the interest of the local community in learning about the reality of these areas and perhaps support them in different ways.

Table 5. Respondents' vision of Slum Tourism, (Researcher).

NO	Attributes	Frequency	Percent
1	I find it hard to accept it.	28	18.7%
2	I feel embarrassed because I live in a society linked to slums.	17	11.3%
3	An important tourist experience.	42	28%
4	Without slum tourism, there would be no future for these areas.	54	36%
5	I don't care if it exists or not.	9	6%
6	Total	150	100%

As for their view of slums, the results as shown in the table above indicate that there is a large percentage of the local community who believe in the importance of activating this type of tourism for the development of poor areas. As for the fact that slums are a tourist attraction, the results indicate that 68% of the respondents agree and agree completely on that, and on the other hand, 32% of the participants oppose and some of them strongly oppose the idea that slums are considered a tourist attraction, as shown in Figure (7).

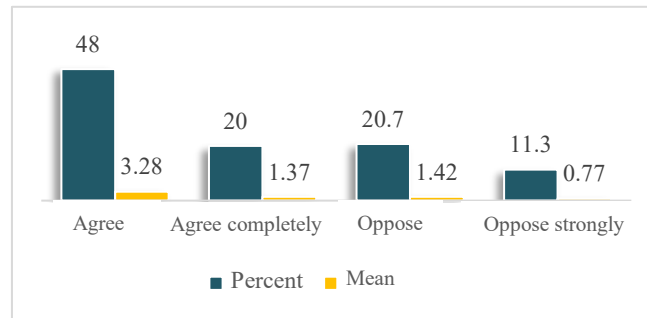


Figure 7. Slums as a tourist attraction, (Researcher).

2.3.3. Section Three: The Respondents' Readiness to Visit Slums

Regarding the willingness of the sample members to visit the slum areas, the results show, as shown in Figure (8), that a large percentage of the respondents want to visit the slum areas but depending on the safety procedures followed in those areas. This indicates that safety measures are the most important thing that tourists want to flock to these areas

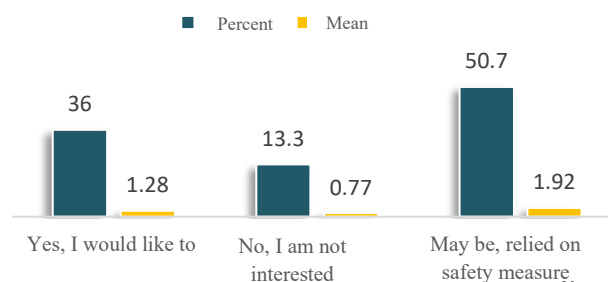


Figure 8. Interest of respondents in visiting slums, Researcher.

As for the main motives for visiting slums, the results showed that a number of respondents believe that the main motive for visiting slums is interest in providing donations and contributing to improving the lives of residents there, while some want to learn about the lives of residents and understand their daily reality, and to explore the cultural aspects related to handicrafts and artwork, while some are interested in educational experiences and research work in those neighbourhoods, in addition to adventure and exploration as shown in Figure (9).

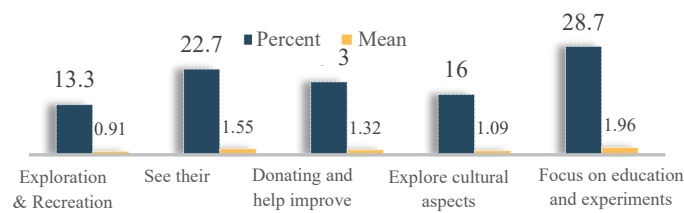


Figure 9. The main motives for visiting slums, (Researcher).

As for the activities that respondents prefer to practice when visiting slums, the results indicate that 23.3% of the participants intend to provide services and donations to the population in those areas, and another 23.3% intend to monitor the daily life of the residents and better understand their reality. For their part, 18.7% of respondents see teaching and learning as the main activities they can do during their visit, while 21% want to offer jobs to the population there. 20.7% consider supporting small businesses to be an activity they can contribute to during their visit. Regarding the readiness of slum residents to receive tourists among them, the results indicate the opinions of the respondents regarding their expectation that the slum dwellers will receive tourists, where 70.7% (4.84) of the respondents believe that the slum dwellers will be ready to receive tourists among them if this will contribute to improving their living conditions, while 15.3% (1.05) of them believe that the slum dwellers will not be ready to receive tourists among them, even if this will improve their living conditions, while 14% (0.96) of the respondents know whether the residents of these areas will receive tourists or not in light of the impact on their living conditions. As for the need to communicate with the companies' organizing tours in the slums, the respondents responded with an average of 2.77, and a standard deviation of 1.2, which indicates that there is an average probability that members of the local community will use organized tourism companies when they visit the slums.

2.3.4. Section Four: Benefits of Slum Tourism

The results, as shown in Table 6, showed that the respondents believe that slum tourism plays an important role in the development and improvement of slums and the lives of their residents in general, with high estimation averages. It also showed approval of the role of slum tourism in improving the lives of residents, increasing income and employment opportunities, and enhancing social and cultural interaction, indicating that these positive aspects can be achieved through it.

Table 6. Benefits of Slum Tourism, (Researcher).

No	Statement	Mean	SD	Arrangement	Degree of Agreement
1	Do you think that slum tourism contributes to the development of slums in general?	3.6882	3.6882	1	High
2	Do you think that slum tourism contributes to improving the lives of the people there?	3.6824	1.41042	2	High
3	Do you think that slum tourism contributes to improving income and providing job opportunities for residents?	3.6373	1.41414	4	High
4	Do you think that slum tourism contributes to enhancing social and cultural interaction between locals and tourists?	3.6647	1.43056	3	High

Regarding the measures that must be taken to develop tourism in slum areas, the results showed, as shown in Figure (10), that the opinions of respondents on the development of slum tourism in Iraq vary, as 12% believe that it is necessary to facilitate access to visitors and link those areas with other tourist areas, and 24.7% consider that good advertising and promotion are necessary to raise awareness and attract more visitors. 9.3% believe it is important to provide funding to local associations and improve reception conditions in those areas, 31.3% to improve security and 22.7% to improve

infrastructure and provide basic tourism facilities to attract more visitors and enhance the tourism experience in those areas

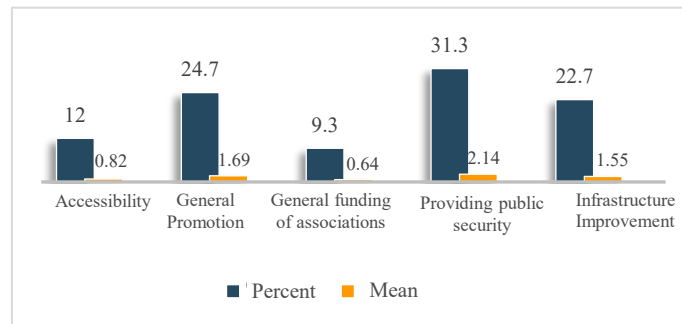


Figure 10. Actions to be taken to develop slum tourism, (Researcher).

As for the challenges faced by slum tourism in Iraq, the results showed that 11.3% of the participants believe that this is due to the lack of an integrated strategy for development and development, 23.3% believe that basic tourism facilities are not available in poor neighbourhoods, while 10% of them consider the lack of organized tourist trips and qualified tour guides a challenge, while 30.7% see poor promotion and marketing as a major challenge. 24% see lack of community interest and awareness of the importance of participation as a challenge, while 0.7% cited lack of awareness and education programmed as an additional challenge. Regarding concerns about participating in the tourism experience in slums in Iraq, the results indicate the concerns and reservations of respondents about participating in the tourism experience in slums in Iraq, as 21.33% of the participants expressed concern about the security risks that they may face while visiting those areas; 30.67% expressed concern about the lack of necessary tourist facilities necessary to meet the needs of visitors; and 13.3% about the inability of organizers to deal appropriately with slum areas and meet the needs of Visitors and locals. Finally, 34.67% of respondents expressed concern that slum dwellers do not receive tourists positively or interact with them enough, which can affect the visitor experience and cultural communication.

2.4. Discussion

2.4.1 Discussing the Results of the Theoretical Aspect: -

Slums reflect unique challenges that go beyond the concept of basic needs in Maslow's theory, where individuals have very different priorities and needs than those described by Maslow's pyramid, making it difficult to apply this model accurately, thus overturning the theory in this specific context.

Slum tourism is linked to the travel route ladder through its impact on the motivations and needs of tourists and can be part of tourists' shift from lower levels of the ladder to higher levels and is an educational or developmental experience aimed at broadening their horizons and understanding of the social and economic conditions in the world and promotes critical thinking and personal development.

The departure of tourism from the traditional path in the postmodern era represents an opportunity to discover new and unconventional destinations, by replacing the idea of cultural heritage with the idea of ugliness and poverty, reflecting the growing interest in visiting slums as tourist destinations. Slum tourism falls under the category of alternative, real and social tourism, which aims to provide more interactive tourism experiences with the culture and daily life of local communities, as postmodern tourism supports slum tourism by focusing on tourism experiences that allow deep communication with culture and social reality in local communities, and encourage exploration and cultural interaction, with attention to sustainability, environmental protection and local economic support, which enhances efforts to achieve sustainable development in communities Local hosts tourists.

Attention to social issues and the general human condition and exploration, curiosity, or desire to make an impact, is one of the main motivations for visiting slums (push factors), while poverty, poor condition of slums and being isolated from the rest of the city, indicate the fact that these areas exist,

that they perform a function and that there is something valuable there that should not be ignored (attractions).

Choosing the optimal investment decisions plays an important role in combating chronic poverty, and developing an appropriate investment planning path and creating an environment for strategic decision-making is one of the first steps to enhance the role of science, technology, and innovation in this context. The early breakthrough model offers an opportunity to break the cycle of poverty by developing strategies that better promote slums, focusing on four main pathways (people, accessibility, economic groups, targeted investments) to make them more productive by promoting opportunities and stimulating sustainable economic and social growth in those neighbourhoods.

The main motives of slum tourism vary between tourists and locals, tourists are looking for tourist destinations different from the usual destinations (attractions), and locals are looking for new sources of income to alleviate poverty and better express their concerns and circumstances (push factors).

2.4.2 Discussing the Results of the Practical Aspect: -

Awareness of slum tourism in Iraq is not high, as the results showed that a large percentage of community members are not familiar with the concept of slum tourism, so awareness of this type of tourism must be increased and promoted.

A high percentage of local community members in Iraq, with an average of 2.95, believe that slum tourism plays an important role in the development and improvement of slums and the lives of their residents in general, in addition to its role in improving the lives of residents, increasing income and job opportunities, and enhancing social and cultural interaction, which indicates the possibility of achieving these positive aspects through it.

One of the most important challenges facing slum tourism in Iraq is the weakness of promotion and marketing, the lack of interest of the local community, the lack of awareness of the importance of participation, which is a major challenge, in addition to the lack of basic tourist facilities and the absence of public security policies were at the forefront of tourists' fears that stand as an obstacle to slum tourism in Iraq.

The main motivations for visiting slums in Iraq are to learn about the lifestyle there and better understand their reality, which contributes to providing services to the residents of those areas, such as providing job opportunities, teaching, and learning, in addition to contributing to supporting their small projects. On the other hand, residents of poor neighbourhoods expressed their readiness to receive tourists and interact with them to improve their living conditions and contribute to the sustainable development of their areas.

3. Conclusion

1. It is clear from the above that slum tourism is a phenomenon that preceded the name, as its roots go back to previous periods characterized by people visiting non-traditional places to explore the local cultures and customs in poor communities.

2. One possible explanation for how slums overturn Maslow's pyramid theory of needs is from individuals showing preferences and behaviours that contradict the usual sequence of Maslow's pyramid, for example, slum dwellers live in harsh conditions and an inappropriate surrounding environment, but they may show unexpected preferences such as seeking learning and self-development (self-realization) before meeting their basic needs such as food and shelter (physiological needs), and therefore The theory is contradicted in this specific context.

3. The implementation of urban catalyzation strategies such as (community development, Social Urbanism, creativity urban development, urban upgrading and greening, ...etc) helps an important role in transforming slum areas into tourist destinations through infrastructure development; visual improvements; provision of tourism facilities; road improvement and access to slums, in addition to generating the economy and responding to social life and city culture, thus promoting, and developing tourism in slums effectively and sustainably.

4. The success of urban catalyzation strategies in activating and developing tourism in slums lies in encouraging community participation and involving residents in urban improvement and upgrading processes; searching for low-cost local sweets; in addition to the importance of social and urban convergence of slum areas, developing economic potential and restoring the city's urban attraction by promoting handicrafts and cultural activities, and promoting tourism.

5. Slum tourism plays an important role in achieving sustainable urban development of slums through economic growth and job creation (economic benefits); slum upgrading and improving the quality of life (social benefits); promoting the utilization of natural, cultural and historical resources and preserving the local environment (environmental benefits); revitalizing local traditions and culture, promoting cultural communication and social interaction, and encouraging residents to acquire new skills (cultural benefits). In addition to the urban dimension because it contributes to the creation of the built environment, starting from the provision of facilities, services, and basic infrastructure to determine the available accommodation systems if any.

6. The practical implications for policymakers and urban planners encompass several aspects: developing comprehensive strategies, stimulating community participation, enhancing infrastructure and services, strengthening the local economy, and improving quality of life.

The most important Recommendations recommended by the Research:

1. Developing infrastructure, improving access to slums, linking them with tourist attractions in the city and making them part of public urban life.

2. Organizing awareness campaigns to raise awareness among slum dwellers of slum tourism as a necessary tool to ensure the future of these areas, promote development and improve living conditions, and promote slums as a distinctive tourist destination using social media and websites to attract visitors and raise awareness of its importance in the local community.

3. Encourage travel agencies and relevant authorities to organize tours to slums to showcase local culture and promote cultural and social interaction between tourists and residents, in addition to participating in local cultural events.

4. Establishing a strategic framework for slum tourism and working on the development of policies and security measures by local authorities for the safety of tourists or visitors to slums.

5. Encourage the establishment of local associations and partnerships between the government, private sector, and the local community to ensure the active participation of all in the development of tourism in slums, which contributes to the sustainable urban development of those areas if they are properly managed.

Future research prospects: -

1. "The Mutual Impact Between Slum Tourism and Sustainable Urban Development"
2. "Exploring Urban Transformations Resulting from Activating Slum Tourism in Iraq"
3. "The impact of activating slum tourism on improving the quality of life of residents and achieving integrated development"

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