

English Language as a Tourist Attraction in Kurdistan Region: Shaqllawa District as an Example

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Abstract

This paper deals with the importance of the English Language in tourism, as a tourist attraction, in the Kurdistan Region, with a specific focus on Shaqllawa District. Shaqllawa, known for its rich cultural heritage and linguistic diversity, provides an exceptional opportunity to leverage the English language as a means of enhancing the tourist experience. It works within Jenkins' theory of English as a lingua franca (ELF) (2007). Despite the region's cultural wealth, the role of the English language in tourism remains underutilized and underexplored. This study aims to fill this gap by examining how the English Language can be transformed into a compelling attraction for domestic and international tourists. Through a quantitative research method, including a survey regarding the link between the English language and tourism stakeholders, this study explores the current state of linguistic awareness and appreciation in Shaqllawa. It also assessed the economic implications of promoting language-focused tourism. Furthermore, this study offers practical recommendations for improving tourism infrastructure to support linguistic tourism. The results highlight the potential financial importance and benefits of using the English Language as a tool for attracting tourists and increasing their visits to Shaqllawa which results in local economic development. By providing a detailed case study of Shaqllawa District, the results not only emphasize the significance of the English language as an economic asset but also serve as a model for other regions seeking to harness their linguistic diversity with the English language, as an international language, for tourism development in the Kurdistan Region's tourism sector.

Keywords: English language, tourism, tourist attraction, Shaqllawa

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Introduction

Tourism has become a significant focus of attention in the modern era, particularly during the latter half of the twentieth century. It is recognized not only as an economic and social phenomenon but also as a cultural endeavour and a means of promoting cultural understanding. The humanitarian aspects of tourism can be particularly impactful when facilitated within conducive environments. It is no longer solely a leisure pursuit accessible to individuals and communities with high economic means seeking fulfilment in their lives; rather, tourism has evolved into a robust financial sector of concern for both affluent and less affluent nations alike (Qadr, 2011:9). Further, the term 'tourism' encompasses a wide range of activities including accommodation, dining, transportation, and various other services, necessitating comprehensive management across all facets (Muqabaleh, 1999:1).

However, tourism, as a global phenomenon, may intricately be linked to language and culture. Moheddin and Hamadamin state that language is seen as a tool people use to share ideas with one another and is considered the main form of communication among humans. It plays a crucial role in helping them understand both their surroundings and the broader world (2022::266). That is, Language serves as a medium of communication, facilitating interactions between tourists and local communities. This interaction to some extent may be observed in the context of Shaqllawa, a renowned summer resort in the Kurdistan Region of Iraq. Shaqllawa, with its unique blend of natural beauty and cultural richness, provides a fascinating case study to explore how the English language influences tourism and how tourism, in turn, impacts economic boosting and culture.

Globalization, which is defined as a rise in the interconnection and interdependence of nations, has made it easier for English to become widely accepted as the universal language. English's worldwide influence was made possible by historical events like American economic domination and British colonization (Crystal, 2003) (Kachru, 1992). Technology developments, worldwide trade, and cross-cultural interactions have strengthened English's position in international communication in the modern era.

English is today used in many fields, including business, science, technology, education, and entertainment, as a result of globalization. Millions of non-native English speakers may now access the language thanks to the Internet and social media platforms, which are primarily in the language (Pennycook, 2017). English has thus evolved into a language that is used for international communication that cuts over national and cultural barriers.

In other words, the English language has expanded more quickly because of the Internet and other digital communication tools. English is the standard language for international digital communication since it predominates in scientific research, social media, and online content (Danet & Herring, 2007).

The popularity of studying English has also been influenced by American and British popular culture, which is widely available on television, in music, and in film. Speaking and understanding English is frequently linked to success, modernity, and international mobility (Pennycook, 2017).

Hence, the global proliferation of English, its widespread use in various international economic and cultural fields, and the rapid growth of electronic communication have enabled the language to attain the status of an international language or global lingua franca (Marlina & Xu, Z.,2018). English as a lingua franca (ELF) refers to ‘any use of English among speakers of different first languages for whom English is the communicative medium of choice, and often the only option’ (Seidlhofer, 2011, 7).

Jenkins (2007) defines English as a lingua franca, which is the use of English for communication between speakers who do not share a common native language. This definition emphasizes the functional role of English in enabling communication across linguistic boundaries, rather than adhering to native-speaker norms. Jennifer Jenkins' work on English as a lingua franca (ELF) represents a significant theoretical contribution to applied linguistics, examining the role of English as a common means of communication among speakers of different native languages.

The Role of the English Language and its Importance in Tourism/ Shaqllawa Town

The interconnectedness of language and tourism is evident through the interactions that occur when tourists from diverse linguistic backgrounds encounter each other. Despite this connection, these dynamics have received limited exploration within the framework of community-based tourism (CBT), a form of tourism that holds promise for fostering socioeconomic development, enhancing language proficiency, and preserving cultural heritage (Nomnian, 2020: 57).

Thus, Language plays a crucial role in tourism by enabling communication between tourists and locals, thereby enhancing the travel experience. According to Cohen and Cooper (1986), language serves as a tool for tourists to navigate new environments, seek information, and engage with the local culture. Generally stated, proficiency in foreign languages is a valuable asset, particularly within the tourism sector where interactions between individuals from diverse linguistic backgrounds are common. Mastering English is particularly crucial for providing high-quality services in the tourism and hospitality industry (Zahedpisheh, Bakar, Zulqarnain, & Saffari, 2017: 86-94).

In Shaqlawa, where Kurdish is the predominant language, English often serves as the lingua franca for international and regional tourists, respectively. This multilingual dynamic fosters a rich exchange of cultural and linguistic practices. Further, the Kurdistan Region, and specifically the Shaqlawa District, is known for its rich cultural heritage and linguistic diversity. However, the potential of the English language as a tourist attraction remains largely untapped and underexplored. Despite the growing global interest in cultural and linguistic tourism, there is a lack of focused research and strategic initiatives aimed at leveraging the linguistic assets of the Shaqlawa District to enhance tourism.

There is a paucity of academic research examining the intersection of language and tourism in the Kurdistan Region. This lack of scholarly attention results in a deficiency of data-driven insights to inform effective tourism development strategies that incorporate linguistic elements.

This paper aims to provide information on the ways that the English language used in tourism might boost the local economy by attracting tourists. Further, it makes recommendations on how using language in marketing strategies attracts tourists. In addition, it analyzes tourists' perceptions and experiences related to the linguistic aspects of their visit to Shaqlawa as well as assessing the role of the English language in shaping their overall impression of the region along with how using the English language promotes mutual understanding between residents and visitors. Finally, it also aims to suggest improvements in tourism infrastructure that can support and enhance language-based attractions.

All in all, it is worth noting that this study is significant for several reasons. It provides valuable insights into the relatively underexplored concept of linguistic tourism. By examining how language itself can attract tourists; the paper enriches the academic and practical understanding of the link between language and tourism dynamics in a culturally diverse region. That is, using Shaqlawa District as a case study highlights this particular region and positions it as a distinctive travel destination. This may result in more tourists becoming interested in the area, which would assist the local economy. Additionally, this study can support regional development initiatives by examining and marketing language as a tourism attraction. It offers a guide for using linguistic resources to increase tourism, which can result in better infrastructure and more economic expansion.

Moreover, this study emphasizes the value of the English Language and how it affects tourism. It can promote the creation of bilingual products and guides, for example, that will improve visitor experiences and increase the area's appeal to a worldwide audience. Furthermore, this work contributes to the corpus of scholarly work on linguistics and tourism. It can act as a guide for upcoming investigations, promoting more research on the relationship between language and tourism in other areas. Eventually, Policymakers can benefit from the paper's findings regarding the possibility of incorporating language into plans for the growth of tourism. This may result in better-informed choices that place equal weight on language and economic growth.

Previous Studies

Scholarly research has long focused on the relationship between language and tourism since language is frequently used to improve the tourist experience by acting as a cultural artefact and a communication channel.

Nomniana, S., et al (2020), in their paper " Language and Community-Based Tourism: Use, Needs, Dependency, and Limitations", explore the English language needs and challenges in the tourism sectors of Chiang Rai and Buriram, Thailand's second-tier provinces. Utilizing fieldwork observations, semi-structured interviews, and focus-group discussions, the research identifies four key issues: the limitations in communication between hosts and guests, the heavy dependence on tour guides for language mediation, the specific English communication needs within these communities, and the influence of sociocultural and linguistic identities on language use.

Moreover, Salima, M.etal(2012), in their study on "Language for Tourism: A Review of Literature", explores the role of language in tourism promotional materials by reviewing current research. Despite a thorough search, few studies

focus on tourism websites or blogs, and even fewer analyze both language and visuals. The paper concludes by proposing a study that will use multimodal discourse analysis to examine tourism websites.

Further, Cohen, E., & Cooper, R. L. (1986), in " Language and tourism", tackle the point that Unlike guest workers and immigrants who typically adapt to the local language, locals often accommodate tourists, though their proficiency in the tourists' language varies. This variation affects how much tourists need to adapt linguistically. A typology of tourist roles, introducing "language brokerage," is used to categorize this variation, integrating sociological and sociolinguistic analyses with data from tourism literature and fieldwork in Thailand. In addition, Chiang, F. E. (2014), conducted work on "Understanding the language of tourism: Tanzanian perspective". He points out that tourism has unique linguistic characteristics that require ongoing learning by both practitioners and tourists. This paper bridges the gap between theoretical language knowledge and practical use in tourism, helping professionals market products, communicate effectively, and inform curricula and policy development. Data from Tanzanian tourism practitioners reveal additional features of the language of tourism.

Gandin, S. (2013), in his work "Translating the language of tourism: A corpus-based study on the Translational Tourism English Corpus (T-TourEC)", investigates the initial findings from a research project that uses corpora analysis to examine translated tourism language. Comparing translated tourist texts with original English travel articles, identifies differences in discourse and style. The study aims to understand how these differences affect communication, language

use, and persuasive techniques in English tourism texts, and to define the functions and characteristics that influence the translation of tourism discourse into English.

However, Lonardi, S. (2021), in “ Minority languages and tourism: a literature review”, applies the methodologies of David and Han (2004) and Newbert (2007) to systematically review existing research on tourism and minority languages. Through detailed coding and analysis of 52 studies, the research identifies gaps for further investigation. It finds that cultural tourists perceive minority languages as authentic, enhancing tourism experiences and promoting destinations. Integrating these languages in promotional materials can support language preservation but also risks modifying them within tourism contexts, potentially endangering their vitality.

Manca, E. (2008), in “From phraseology to culture: Qualifying adjectives in the language of tourism”, analyzes adjective phraseology in tourism language, focusing on a British farmhouse holidays corpus and a comparable Italian agri-tourism corpus. It categorizes adjectives into semantic fields like room description, surroundings, and food, exploring their collocation patterns. The research compares English and Italian tourism languages, highlighting insights into language systems and cultural differences, drawing on theories by Sinclair (1991) and Hall (1976, 1989; Katan, 2003) regarding context and cultural orientations.

Further, Moeran, B. (1983), in his work "The Language of Japanese Tourism", investigates the language in contemporary Japanese travel brochures, highlighting concepts and themes used to attract tourists, including unique

cultural elements. It also explores the "keywords" for domestic and international tourism, discussing their relationship to Japanese societal principles and hypothesizing that international tourism keywords may signal significant long-term societal changes.

Eventually, Kot, S., Grabara, J., & Kolcun, M. (2014), in their paper "Use of elements of semiotic language in tourism Marketing", highlight that tourism marketing utilizes a specialized semiotic language to promote destinations, known as tourism language. This language employs signs and images to depict destinations and communicate anticipated experiences to potential tourists. Effective use of these signs is crucial for shaping perceptions of holiday experiences, influencing whether destinations are seen as fulfilling or disappointing. It underscores the importance of considering regional social and cultural shades when targeting specific tourist segments.

All in all, it is worth noting that this paper limits its focus to illuminating how the English language enriches the tourist experience and supports the economic development of the region. That is, in the context of the Kurdistan Region, the Shaqlawa District presents a unique case study where the English language functions not only as a practical tool for interaction but also as a significant tourist attraction in its own right.

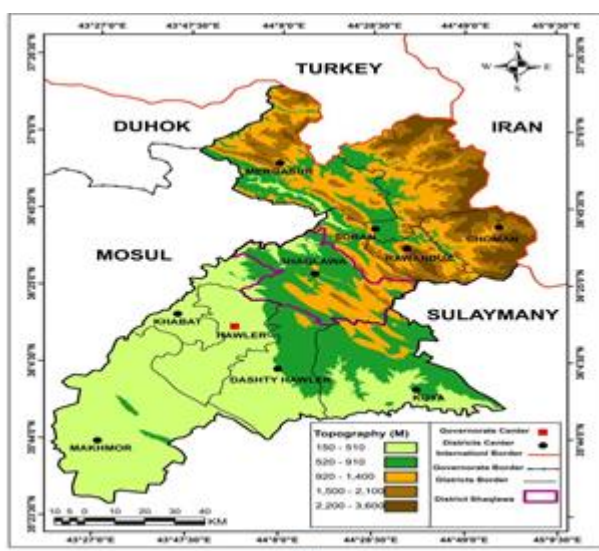
Methodology

Study Area: Shaqlawa District and its Linguistic Diversity

Shaqlawa is a renowned resort in Kurdistan, Iraq, situated on the northern slope of Safin Mount, at an altitude of an average of 966 meters above sea level.

Historically, it has been a significant tourist destination, with tourism being the primary source of income for its residents. Located 51 km from Erbil, Shaqlawa is accessible via a two-lane road. During the summer, temperatures range between 30 to 35 degrees Celsius, while in winter, temperatures can drop to 10 degrees below zero.

Additionally, Shaqlawa is bordered by the Duhok and Sulaimaniah governorates, a geographical positioning that attracts tourists from both cities (Khaleel, Ngah, & Ossman, 2011:2).



The topographic map of the archaeological site of Shaqlawa district using GIS, Arcmap program

It is worth noting that Shaqlawa presents more than just scenic beauty and a pleasant climate (i.e. in summer, temperatures range between 30 to 35 degrees Celsius, while in winter, temperatures can drop to 10 degrees below zero); it serves as a cultural crossroads. The town's allure stems from its capacity to provide visitors with a distinctive amalgamation of Kurdish hospitality and

enriching cultural encounters. As tourists flock to Shaqlawa, they bring with them a variety of languages and cultural practices, creating a cosmopolitan atmosphere. This influx of diverse languages necessitates a multilingual approach to tourism management in the region (Ritchie & Crouch, 2003).

Shaqlawa is an Iraqi town city with a diverse population (Qadr, 2011:39). Currently, Shaqlawa is home to both Muslims and Christian Assyrians, who live side by side. Historically, the town also had a Jewish population of approximately 400 individuals. However, this community emigrated from Iraq in 1955(Shamaya, 2007:2)

Further, In Shaqlawa, where Kurdish is the dominant language, Arabic, the Assyrian language or the Syriac language, along with English frequently function as a common language for both international and regional tourists. As Moheddin and Jajo claim, Language will be adjusted to meet the evolving needs of its speakers (2024:8). Thus, this multilingual environment promotes a vibrant exchange of linguistic practices. The Kurdistan Region, particularly the Shaqlawa District, is recognized for its rich cultural heritage and linguistic diversity. Ryan & Gu state that local businesses, from hotels to restaurants and tour operators, have adapted to this linguistic diversity by employing staff proficient in multiple languages. This adaptation not only enhances the tourist experience but also stimulates the local economy. The ability to communicate in a tourist's native language can significantly influence their satisfaction and likelihood of return visits (2010).

Hypothesis

1. The dominance of English language signage and information in Shaqllawaw District significantly increases the number of international tourists visiting the area.
2. High-quality English language services in Shaqllawaw District positively influence tourist satisfaction, enhance their overall experiences, and increase the likelihood of revisits.

Research questions

1. To what extent is the English language important in the Shaqllawaw District, and how does it attract tourists?"
2. How do the availability and quality of language services, particularly in English, influence the overall satisfaction, experiences, and likelihood of revisits among tourists in Shaqllawaw District, and what specific improvements can be made to address existing gaps and enhance the competitiveness of the tourism industry?

Data Collection

The data collection for this study involved the administration of a questionnaire composed of 17 distinct statements (X1, X2, X3, X4, etc.). The questionnaire was originally developed in English and subsequently translated into various languages as required by tourists of different nationalities. The research was conducted in the Shaqllawaw resort, located in the Kurdistan Region, during the period of 2023-2024. Participants were invited to voluntarily complete the questionnaire in various settings, including while shopping, visiting natural landscapes, dining at restaurants and cafés, and staying in their accommodations. The target population consisted of both national and international tourists visiting Shaqllawaw, comprising 200 individuals of diverse age groups (ranging from 18 to

over 46 years), including both males and females, as well as married and single participants.

Data Collection Approach

A quantitative research method, using SPSS, is used to analyze the data obtained via a survey regarding the link between the English language and tourism in Shaqlawa. See the following table:

Table (1) Demographic and Visit Characteristics of Survey Respondents in Shaqlawa

		Frequency	Per cent
Age	18-25	131	65.5%
	26-35	36	18.0%
	36-45	25	12.5%
	46 and over	8	4.0%
Gender	Male	132	66.0%
	Female	68	34.0%
Nationality	National	188	94.0%
	International	12	6.0%
primary Language	Kurdish	71	35.5%
	Arabic	117	58.5%
	Turkman	5	2.5%
	Persian	7	3.5%
Social Status	Single	35	17.5%
	Married	165	82.5%
First visit to Shaqlawa	No	71	35.5%
	Yes	129	64.5%
How long do (i.e. days)they stay?	1	51	25.5%
	2	47	23.5%
	3	42	21.0%
	4	13	6.5%
	5	1	0.5%
	7	46	23.0%

The analysis presents the demographic and visit characteristics of survey respondents in Shaqlawa.

Table (2) Descriptive Statistics and Kruskal-Wallis Test Results for Different Age Groups

Age Groups	N	Mean	Std. Deviation	Kruskal-Wallis H	P-Value
18-25	131	4.636	0.330	2.503	0.475 (NS)
26-35	36	4.567	0.464		
36-45	25	4.741	0.177		
46 and over	8	4.375	0.737		
Total	200	4.627	0.370		

The table provides descriptive statistics and the results of a Kruskal-Wallis test comparing scores across different age groups. It shows the mean scores ranging from 4.375 to 4.741, and standard deviations from 0.177 to 0.737, indicating varying levels of response variability within each age group. The Kruskal-Wallis test yielded a P-value of 0.475, suggesting no statistically significant difference in scores between the age groups. Therefore, these findings indicate no compelling evidence for a meaningful difference in scores across different age groups for the analyzed variable.

Table (3) Descriptive Statistics and Mann-Whitney U Test Results by Gender

Gender	N	Mean	Std. Deviation	Mann-Whitney U	Z	P-Value
Male	132	4.629	0.372	۴۳۰۳	-0.480	0.632 (NS)
Female	68	4.621	0.369			

The mean score for males (4.629) is slightly higher than for females (4.621). The Mann-Whitney U test yielded a non-significant result (P-Value = 0.632), indicating no statistically significant difference between males and females on the measure.

Table (4) Descriptive Statistics and Mann-Whitney U Test Results by Social Status

Social Status	N	Mean	Std. Deviation	Mann-Whitney U	Z	P-Value
Single	35	4.671	0.311	2675.5	-0.685	0.493 (NS)
Married	165	4.617	0.381			

Abstract

This paper deals with the importance of the English Language in tourism, as a tourist attraction, in the Kurdistan Region, with a specific focus on Shaqlawa District. Shaqlawa, known for its rich cultural heritage and linguistic diversity, provides an exceptional opportunity to leverage the English language as a means of enhancing the tourist experience. It works within Jenkins' theory of English as a lingua franca (ELF) (2007). Despite the region's cultural wealth, the role of the English language in tourism remains underutilized and underexplored. This study aims to fill this gap by examining how the English Language can be transformed into a compelling attraction for domestic and international tourists.

Through a quantitative research method, including a survey regarding the link between the English language and tourism stakeholders, this study explores the current state of linguistic awareness and appreciation in Shaqlawa. It also assessed the economic implications of promoting language-focused tourism.

Furthermore, this study offers practical recommendations for improving tourism infrastructure to support linguistic tourism. The results highlight the potential financial importance and benefits of using the English Language as a tool for attracting tourists and increasing their visits to Shaqlawa which results in local economic development.

By providing a detailed case study of Shaqlawa District, the results not only emphasize the significance of the English language as an economic asset but also serve as a model for other regions seeking to harness their linguistic diversity with the English language, as an international language, for tourism development in the Kurdistan Region's tourism sector.

Keywords: English language, tourism, tourist attraction, Shaqlawa

A P-value of 0.493 indicates that there is no statistically significant difference between the Single and Married groups at the conventional significance level (typically 0.05). Therefore, based on this test, we fail to reject the null hypothesis that there is no difference in the variable of interest (not a statistically significant difference)

Data Analysis

Table (5) Survey on Language Services and Tourist Experience in Shaqlawa District

	Strongly agree		Agree		To some extent		Disagree		Strongly disagree	
	Fre q.	%	Fre q.	%	Fre q.	%	Fre q.	%	Fre q.	%
X1. I need to find information in the language that I know when travelling to Shaqlawa	182	91.0 %	12	6.0%	5	2.5%	0	0.0%	1	0.5%
X2. I encounter language barriers during my visit to the Shaqlawa District	0	0.0%	0	0.0%	11	5.5%	29	14.5 %	160	80.0 %

	Strongly agree		Agree		To some extent		Disagree		Strongly disagree	
	Fre q.	%	Fre q.	%	Fre q.	%	Fre q.	%	Fre q.	%
X3. Satisfactory efforts (providing Multilingual staff, translated menus and information) are made by local businesses to accommodate the language needs in the Shaqlawa District	167	83.5 %	28	14.0 %	5	2.5%	0	0.0%	0	0.0%
X4. residents make an effort to communicate in the English language.	161	80.5 %	23	11.5 %	14	7.0%	1	0.5%	1	0.5%
X5. Better English language services influence my decision to visit Shaqlawa District again.	183	91.5 %	16	8.0%	0	0.0%	1	0.5%	0	0.0%

	Strongly agree		Agree		To some extent		Disagree		Strongly disagree	
	Fre q.	%	Fre q.	%	Fre q.	%	Fre q.	%	Fre q.	%
X6. The most challenging aspect of my visit to Shaqllawa was related to English language	1	0.5%	4	2.0%	8	4.0%	36	18.0%	151	75.5%
X7. For tourist attractions, travel agencies, tourist websites, restaurants, hotels, historical sites, etc. should offer information in English language besides other languages.	163	81.5%	23	11.5%	9	4.5%	1	0.5%	4	2.0%

	Strongly agree		Agree		To some extent		Disagree		Strongly disagree	
	Fre q.	%	Fre q.	%	Fre q.	%	Fre q.	%	Fre q.	%
X8. the availability of more English language-specific services (e.g., guides, tours) increases my likelihood of visiting Shaqlawa District again	176	88.0 %	19	9.5%	4	2.0%	0	0.0%	1	0.5%
X9. the use of the English Language in Shaqlawa District is higher when compared to other tourist destinations	179	89.5 %	15	7.5%	3	1.5%	2	1.0%	1	0.5%
X10. There were situations where I felt the lack of language support significantly impacted my experience.	73	36.5 %	9	4.5%	24	12.0 %	6	3.0%	88	44.0 %

	Strongly agree		Agree		To some extent		Disagree		Strongly disagree	
	Fre q.	%	Fre q.	%	Fre q.	%	Fre q.	%	Fre q.	%
X11.information was accessible in the English language about local customs and etiquette in the Shaqlawa District	128	64.0 %	20	10.0 %	31	15.5 %	7	3.5%	14	7.0%
X12.I think Shaqlawa District should prioritize English language services in their tourism strategy	176	88.0 %	13	6.5%	6	3.0%	2	1.0%	3	1.5%
X13.I have noticed recent improvements in English language services in Shaqlawa District	164	82.0 %	12	6.0%	16	8.0%	5	2.5%	3	1.5%

	Strongly agree		Agree		To some extent		Disagree		Strongly disagree	
	Fre q.	%	Fre q.	%	Fre q.	%	Fre q.	%	Fre q.	%
X14.The overall satisfaction of my visit to Shaqlawa District is high	173	86.5 %	14	7.0%	8	4.0%	0	0.0%	5	2.5%
X15.The level of tourism in Shaqlawa is at a competitive level with other provinces of Iraq	171	85.5 %	19	9.5%	4	2.0%	4	2.0%	2	1.0%
X16.I like to visit the city of Shaqlawa and visit it again	175	87.5 %	7	3.5%	13	6.5%	0	0.0%	5	2.5%

	Strongly agree		Agree		To some extent		Disagree		Strongly disagree	
	Fre q.	%	Fre q.	%	Fre q.	%	Fre q.	%	Fre q.	%
X17.I think the services in the tourist areas of Shaqlawa in terms of clarity of English language services are of the required level	135	67.5 %	40	20.0 %	24	12.0 %	0	0.0%	1	0.5%

The survey assessed tourists' views on language services, including English, in Shaqlawa District.

Regarding the importance of Language information in general(X1), an overwhelming majority (91.0%) emphasized the importance of finding information in their native language while visiting Shaqlawa. In addition, interestingly, none of the respondents reported facing language barriers(X2) because all the visitors were Kurds, Arabs, Persians and Turkmen and knew the languages spoken by people who live and serve in the Shaqlawa district.

Further, with reference to the efforts made by local Businesses and communication with local residents(X3), 83.5% believe that local businesses make satisfactory efforts to provide multilingual staff and translated materials(X4), and 80.5% feel that local residents make efforts to communicate in English, enhancing the tourist experience.

Concerning language services and challenges and their influence on revisiting Shaqllawā by tourists (X5, X6, X8, X10 and X12 along with X16), 91.5% stated that improved language services would positively influence their decision to revisit Shaqllawā. Only a very small percentage (0.5%) identified language as a major challenge during their visit since they know the languages spoken by people there (Arabic, Kurdish, Turkmen, and Persian). That is to say, none of the visitors were English or European etc. 88.0% agree that expanding language-specific services would increase their likelihood of returning to Shaqllawā. However, an overwhelming 88.0% believe that Shaqllawā should prioritize enhancing language services in their tourism strategy and 36.5% felt that inadequate language support significantly affected their experience. And 87.5% expressed their desire to revisit Shaqllawā.

Regarding the accessibility of information in the English language (x7,x9 and x11), a significant majority (81.5%) believe that tourist-related information should be available in English, alongside other languages. 64.0% found information on local customs and etiquette accessible in English. 89.5% perceive a higher use of English in Shaqllawā compared to other tourist destinations.

Highlighting the overall satisfaction with tourist area services, competitiveness of tourism and its improvements(X13, X14, X15, and X 17), 67.5% believe that services in tourist areas, including clarity of English language support, meet expectations. (86.5%) expressed high satisfaction with their visit to Shaqllawā and 85.5% perceive Shaqllawā's tourism industry to be competitive with other provinces in Iraq. Eventually, 82.0% have noticed recent enhancements in language services in Shaqllawā.

Table (6) Reliability Statistics: Cronbach's Alpha for 17 Items

	Cronbach's Alpha	N of Items
Reliability Statistics	0.764	17

The results show that the internal consistency reliability, measured by Cronbach's Alpha, is 0.764 for a set of 17 items. This suggests moderate to good reliability, indicating that these items are reasonably consistent in measuring the same underlying construct or dimension. Generally, a Cronbach's Alpha above 0.7 is considered acceptable for research purposes, affirming the reliability of your analysis.

Table (7) Tests of Normality for Mean All Scores

Tests of Normality						
	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	P-Value	Statistic	df	P-Value
Mean All	0.217	200	0.000	0.747	200	0.000

The table provided summarizes the results from tests assessing normality for the variable "Mean All Scores." According to the Kolmogorov-Smirnov test, the statistic is 0.217 with 200 degrees of freedom, yielding a significance level (Sig.) of 0.000. Similarly, the Shapiro-Wilk test produced a statistic of 0.747 with 200 degrees of freedom and a significance level of 0.000. Both tests indicate extremely low P-value (0.000), strongly suggesting evidence against the null hypothesis of normality. Therefore, based on these findings, it appears that the data for "Mean All Scores" does not adhere to a normal distribution.

Table (8) Hypothesis Test Summary for One-Sample Wilcoxon Signed Rank Test

Hypothesis Test Summary			
Null Hypothesis	Test	P-Value	Decision
The median of the Mean equals 3.00.	One-Sample Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

One-Sample Wilcoxon Signed Rank Test Summary	
Total N	200
Test Statistic	20096.500
Standard Error	818.520
Standardized Test Statistic	12.274
P-Value	0.000 (HS)

Based on the results of the One-Sample Wilcoxon Signed Rank Test:

Null Hypothesis: The median of the population mean is 3.00.

Test: One-Sample Wilcoxon Signed Rank Test

P-Value: 0.000 (significant at any conventional level of significance)

Conclusion: The null hypothesis is rejected.

These findings strongly indicate that the population median of the mean significantly differs from 3.00, based on the evidence against the null hypothesis.

Table (9) Comparison between National and International Tourists

Nationality	N	Mean	Std. Deviation	Mann-Whitney U	Z	P-Value
National	188	4.616	0.377	742.5	-1.993	0.046 (S)
International	12	4.789	0.165			

The Mann-Whitney U test compares the distributions of the measure between national and international tourists. The statistically significant P-value (0.046) indicates a meaningful difference between national and international tourists in the measure analyzed. With a negative Z score (-1.993), national tourists generally exhibit slightly lower scores on average compared to international tourists, though the difference is not substantial.

Table (10) Comparison of Mean Scores by Primary Language

Primary Language	N	Mean	Std. Deviation	Kruskal-Wallis H	P-Value
Kurdish	71	4.729	0.165	6.244	0.100 (NS)
Arabic	117	4.551	0.448		
Turkman	5	4.765	0.166		
Persian	7	4.748	0.206		
Total	200	4.627	0.370		

Kruskal-Wallis H Test: Used to assess if there were significant score differences among the groups. P-Value: For Kurdish, P-Value=0.100 suggesting a marginally non-significant difference. Overall, the analysis indicates minor variations in mean scores across languages, with no statistically significant differences except potentially for Kurdish (borderline significance, P-Value =0.100).

Table (2) Descriptive Statistics and Mann-Whitney U Test Results by the First visit to Shaqlawa

First visit to Shaqlawa	N	Mean	Std. Deviation	Mann-Whitney U	Z	P-Value
No	71	4.587	0.452	۴۳۷۴		0.598 (NS)

Yes	12 9	4.64 8	0.315	- 0.52 7
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The Mann-Whitney U test, a non-parametric method, indicates that there is no statistically significant difference (P-Value = 0.598, NS) in the distributions of the variable between the two groups categorized by their first visit to Shaqllaw (No vs Yes).

Table (3) Relationship Between Duration and Survey Responses

Relation between	Mea n	Std. Deviation	Spearman Correlation	P-Value
How Long	3.25 0	2.232	-0.069	0.331 (NS)
Mean All questions	4.62 7	0.369		

The average duration (time taken) for respondents, possibly in completing a survey or engaging with a task, was found to be 3.250 with a standard deviation of 2.232. The Spearman correlation coefficient of -0.069 indicates a weak negative relationship between the duration and the mean score across all survey questions (mean score: 4.627, standard deviation: 0.369). However, the P-value of 0.331 suggests that this correlation is not statistically significant (NS), implying that any observed correlation is likely due to chance rather than a genuine association.

Discussion of Results/Findings

Regarding the importance of Language information, it is viewed that Language plays a crucial role in the tourist experience, as evidenced by the 91.0% of tourists who emphasized the importance of having information available in their native language (X1). This highlights the need for accessible language services to ensure tourists can fully engage with their surroundings. Additionally, the demand for English as a primary communication tool is underscored by the

81.5% of tourists who believe that information should be available in English, reinforcing its role as a key language for international visitors (X7).

Concerning the revisits and Language-Specific Services in Shaqllaw, it is seen that the availability and quality of language services have a direct impact on tourists' likelihood of revisiting Shaqllaw. A significant 91.5% of tourists indicated that improved language services would positively influence their decision to return (X5), and 88.0% agree that expanding language-specific services would increase their likelihood of revisiting (X8). This strong correlation between language services and repeat visits emphasizes the importance of prioritizing language support in the tourism strategy of Shaqllaw, as 88.0% of tourists believe it should be a key focus (X12).

Further, taking the current state of Language services in Shaqllaw district, interestingly, none of the respondents reported encountering language barriers during their visit to Shaqllaw (X2). This could suggest that the existing language support is effective, or it might indicate a sample size that doesn't fully capture the diversity of tourist experiences. Local businesses are also making notable efforts, with 83.5% of tourists acknowledging the satisfactory provision of multilingual staff and translated materials (X3). Furthermore, 80.5% of tourists feel that local residents make efforts to communicate in English, which enhances their overall experience (X4). This reflects positively on the community's hospitality and indicates a higher use of English compared to other tourist destinations, as perceived by 89.5% of respondents (X9).

In addition, while the majority of tourists are satisfied with the language services in Shaqllaw, there are still areas for improvement. Only 0.5% identified

language as a major challenge during their visit (X6), yet 36.5% felt that inadequate language support significantly affected their experience (X10). This highlights the need to address these gaps to ensure a consistently positive experience. Additionally, 64.0% found information on local customs and etiquette accessible in English, suggesting room for improvement in making cultural information more widely available (X11). However, it is encouraging that 82.0% of tourists have noticed recent enhancements in language services, reflecting ongoing efforts to adapt to tourists' needs (X13).

Moreover, tourists expressed high overall satisfaction with their visit to Shaqlawa, with 86.5% indicating a positive experience (X14). The competitiveness of Shaqlawa's tourism industry is also reflected in the 85.5% of tourists who perceive it to be on par with other provinces in Iraq (X15). Language services appear to be a significant factor in maintaining this competitiveness, as 87.5% of tourists expressed a desire to revisit Shaqlawa (X16). However, while 67.5% believe that services in tourist areas, including clarity of English language support, meet expectations, there is still an opportunity for further improvement to ensure higher satisfaction levels (X17).

Conclusion

In conclusion, the relationship between language, tourism, and the Shaqlawa summer resort is a dynamic and multifaceted one. Language facilitates the exchange between tourists and locals, enriching the travel experience and boosting the local economy.

The present study sheds light on how the English language has a remarkable impact on intriguing visitors to the Shaqlawa District of the Kurdistan Region. The study has proved that the presence and quality of English language services

are imperative in influencing both tourists' experiences before their visits, as well as with regard to overall satisfaction. As a language that is spoken and understood by so many people, English is one of the factors stimulating international tourism which breaks down communication barriers in travelling tourists.

The findings suggest that the availability and quality of language services impact both tourists' perceptions as well as their intentions to revisit Shaqlawa District, with a significant positive association found when English is added to descriptions. Everything from the comfort, making them feel engaged as well throughout their time spent turns into having a very positive perception of being tourists.

By prioritizing the enhancement of English language services, the Shaqlawa District can significantly boost international tourist satisfaction, foster positive experiences, and encourage repeat visits, thereby strengthening its position as a leading tourist destination in the Kurdistan Region.

Overall, the study reveals that language, in general, plays a pivotal role in tourism, particularly in facilitating travel experiences in Shaqlawa. The majority of tourists expressed satisfaction with the language services available, as they were able to communicate effectively with the local residents. This was largely due to the fact that the visitors included Kurds, Arabs, Turks, and Persians, who could use languages familiar to them. Moreover, the tourists recognized the importance of English as a lingua franca, deeming it essential for communication.

It can therefore be concluded that, in addition to the aforementioned nationalities, the use of English could also serve as a valuable tool for tourists who may come from English-speaking countries and Europe. This may likely enhance their comfort and satisfaction, potentially encouraging them to revisit Shaqlawa. Ultimately, the English language not only serves as a practical

medium of communication but also emerges as a significant attraction for tourists in Shaqlawa.

Recommendations

Overall, tourists generally hold positive views on language services in Shaqlawa, but there are clear opportunities for improvement. To enhance the tourist experience further, Shaqlawa should:

- Continue to expand and improve multilingual support: Ensuring that information is available in multiple languages, with a particular focus on English, to cater to a diverse range of tourists.
- Address gaps in language support: Despite the positive feedback, some tourists still experience inadequate language support, which needs to be systematically addressed.
- Enhance cultural information accessibility: Making information on local customs and etiquette more accessible in multiple languages, including English, can enrich the tourist experience.
- Monitor and adapt to feedback: Regularly gathering and acting on tourist feedback regarding language services can help maintain and improve satisfaction levels.
- Serve as a model for other regions seeking to explore similar opportunities. It should offer practical insights and recommendations that can be adapted and applied elsewhere; fostering a broader appreciation of linguistic tourism.

- Inform policies and provide strategies aimed at developing niche markets in tourism, leading to job creation and increased revenues for the local economy.
- To increase the competitiveness of Shaqlawa's tourism industry, precise enhancements are necessary. These include increasing the number of trained English-speaking staff, providing comprehensive English language signage, and developing accessible informational materials in English. Furthermore, offering English language training for local service providers and implementing regular evaluations of language services can help address existing gaps.

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زمانی ئینگلیزی وەك هۆكاریكى سه رنج راکیشانی گه شتیار له هه ریمی کوردستان : شارۆچکەى شەقلاوه به نمونه

پوخته

ئهم توێژینهوهیه باس له گرنگی زمانی ئینگلیزی دهکات له گهشتیاریدا، وەك سهرنجراکیشهری گهشتیاری، له ههریمی کوردستان، لهگهڵ تیشک خستنه سهر قهزای شەقلاوه. شەقلاوه که به کلهپووری کلتوری دهولهمهند و ههمهچەشنى زمانهوانى ناسراوه، دهرفتهیکى ناوازه دهرهخسینیت بۆ سوودوهرگرتن له زمانی ئینگلیزی وەك ئامرازیک بۆ باشتزرکردنى ئەزموونى گهشتیاری. له چوارچیهى تیۆرى جینکینز بۆ ئینگلیزی وەك زمانیکى هاوبهش (2007) (ELF) کار دهکات. سهرهراى دهولهمهندى کهلتوورى ناوچهکه، زمانی ئینگلیزی له گهشتیاریدا هیشتا کهم بهکار دههینریت وگرنگییهکهى نههۆزراوتهوه. ئامانجى ئهم توێژینهوهیه پرکردنهوهى ئهم بۆشاییهیه له رینگهى لیکۆلینهوه له چۆنیهتی گۆڕینی زمانی ئینگلیزی بۆ سهرنجراکیشانی گهشتیارانى ناوخۆی و نیودهولەتی. ئهم توێژینهوهیه له رینگهى میتۆدیکى توێژینهوهى چهندایهتی، که بریتیه له راپرسی سهبارەت به پهيوهندی نیوان زمانی ئینگلیزی و لایهنه پهيوهنیدار مکانى گهشتیاری، دۆخى ئیستای هۆشیاری و پیزانینی زمانهوانى له شەقلاوه دهکۆلینهوه. ههروهها کاریگهريیه نابووورییهکانى برمودان به گهشتیاری زمان ههلسهنگاندوه. سهرهراى ئهوش، ئهم توێژینهوهیه پێشنیاری کردارى بۆ باشتزرکردنى ژیرخانى گهشتیاری بۆ پالپشتیکردنى گهشتیاری زمانهوانى پێشکەش دهکات. ئههجامهکان گرنگی دارایی و سوودهکانى بهکارهینانى زمانی ئینگلیزی وەك ئامرازیک بۆ راکیشانی گهشتیاران و زیادکردنى سهردانهکانیان بۆ شەقلاوه دهردهخهن.

به پێشکەشکردنى لیکۆلینهوهیهکی ورد له قهزای شەقلاوه، ئههجامهکان نهک تهنها جهخت لهسهر گرنگی زمانی ئینگلیزی وەك سهرمایهیهکی نابووری دهکهنوه، بهلکو وەك مۆدیلێک بۆ ناوچهکانى تر که ههول دهدهن ههمهچەشنى زمانهوانى خویان لهگهڵ زمانی ئینگلیزی، وەك زمانیکى نیودهولەتی، بۆ پهروهپیدانى گهشتیاری له کهرتى گهشتیاری ههریمی کوردستاندا بهکار بهینن.

وشه سهرمکییهکان: زمانی ئینگلیزی، گهشتیاری، سهرنجراکیشانی گهشتیار، شەقلاوه

اللغة الإنجليزية كعامل الجذب للسياح في إقليم كردستان: قضاء شقلاوة أنموذجاً

الملخص

تتناول هذا البحث أهمية اللغة الإنجليزية في السياحة، بوصفها عامل الجذب للسياح في إقليم كردستان ، مع التركيز بشكل خاص على قضاء شقلاوة. تُعرف شقلاوة بتراثها الثقافي الغني وتنوعها اللغوي، مما يوفر فرصة استثنائية للاستفادة من اللغة الإنجليزية كوسيلة لتعزيز تجربة السياح. تعتمد الدراسة على نظرية جينكينز للغة الإنجليزية كلغة مشتركة (2007) (ELF)

على الرغم من الثروة الثقافية للمنطقة، لا تزال دور اللغة الإنجليزية في السياحة غير مستغل بالشكل الكافي وغير مستكشف بشكل كامل. تهدف هذه الدراسة إلى سد هذه الفجوة من خلال دراسة كيفية تحويل اللغة الإنجليزية إلى عامل جذب مميز للسياح المحليين والدوليين.

من خلال منهج بحث كمي، يتضمن استبياناً يربط بين اللغة الإنجليزية وأصحاب المصلحة في قطاع السياحة، تستكشف هذه الدراسة الحالة الراهنة للوعي والتقدير اللغوي في شقلاوة. كما تقيم الدراسة التداعيات الاقتصادية لتعزيز السياحة القائمة على اللغة.

إضافة إلى ذلك، تقدم الدراسة توصيات عملية لتحسين البنية التحتية للسياحة لدعم السياحة اللغوية. تسلط النتائج الضوء على الأهمية المالية المحتملة والفوائد المترتبة على استعمال اللغة الإنجليزية كأداة لجذب السياح وزيادة زياراتهم إلى شقلاوة، مما يساهم في التنمية الاقتصادية المحلية.

من خلال دراسة عن قضاء شقلاوة نتوصل إلى القول، إن النتائج لا تؤكد فقط على أهمية اللغة الإنجليزية كأصل اقتصادي، بل تقدم أيضاً نموذجاً يحتذى به للمناطق الأخرى التي تسعى إلى استثمار تنوعها اللغوي باستخدام اللغة الإنجليزية، كلغة دولية، لتطوير قطاع السياحة في إقليم كردستان.

الكلمات المفتاحية: اللغة الإنجليزية، السياحة، الجذب السياحي، شقلاوة .