Article

The Quality Of Iraqi Airport Services And Its Impact On The Volume Of Tourist Demand: An Analytical Study Of The Factors Of Attraction In Choosing The Airport By Travelers

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Abstract: Our research aims at the quality of Iraqi airport services and their impact on the size of tourist demand: an analytical study of the factors of attraction in choosing the airport by travelers to analyze the impact of the quality of basic and complementary services in Iraqi airports on the level and size of tourist demand, as well as to shed light on the factors influencing the preparation of the airport to be a tourist attraction for travelers, and to provide appropriate solutions to improve these services on the one hand, and to enhance competitiveness in Iraqi airports on the other hand. The research sample included (177) travelers through Iraqi airports, the percentage of males among them was (72.3%) and females (27.7%), and the ages of travelers ranged from (16) years to more than (56) years, with different educational attainment. The number of trips for travelers through Iraqi airports ranged from one round trip to more than (16) trips. One of the most important conclusions of the research is the existence of a significant relationship between the attractiveness of the airport and both the quality of basic and complementary services. The quality of basic services must be available to achieve passenger satisfaction, and their presence alone is not enough to make the airport attractive, as complementary services add value to the tourist experience for tourists; in search of comfort and enjoyment even while they are at the airport.

Keywords: airport service quality, tourist demand, Iraqi airports, basic and complementary services, airport attractiveness, travel experience

1.   Introduction

There is no doubt that airports are indispensable in air transport operations, and the air transport sector is one of the main pillars of global tourism development, as airports play a vital role in facilitating the movement of passengers between different tourist destinations. Today, travelers are interested in the distinguished services provided by the airport, and work to direct their travel behaviors to choose a specific airport at the expense of other airports, or they tend to choose alternative means of transportation because they are not satisfied with airports. Airports create a mental image that establishes the traveler's first impression of the country he is going to; it is the first stop for travelers to form an image and impression, hence the interest of airlines in the feedback expressed by travelers in order to develop aviation industry services, including choosing the airport from the travelers' point of view.

Airports today represent a competitive brand, even highly competitive at different levels, to attract passengers. Therefore, the quality of airport services has become the decisive competitive element in airport managements' meeting the needs of passengers, meeting their expectations, and focusing on the factors that influence their motivation to visit again (Prentice & Kadan, 2019: 41).

It has become imperative for airports to be able to meet the diverse expectations and needs of travelers. The quality of airport services is a crucial element in shaping the traveler's experience, and directly affects their decisions in choosing the airports they wish to use in light of the intense competition between airports to attract travelers and increase the volume of tourist demand. This requires providing integrated and high-quality services, including: comfort, safety, speed in completing procedures, and providing the latest technologies that facilitate travelers' movement and increase their enjoyment and satisfaction, in addition to enhancing the overall experience that the traveler experiences inside the airport as an integral part of the quality of service, which ultimately affects their choices and preferences.

Research problem: In light of the increasing competition between airports at the regional and international levels to attract passengers, the quality of airport services has become a decisive factor in determining passengers' decisions about choosing their preferred airport. Although there are many factors that influence travelers' preferences, such as geographical location and cost, the quality of services provided within the airport plays an increasingly important role. However, there is still a lack of analytical studies that directly link the quality of services provided at airports to the size of tourist demand for those airports. The question remains as to whether the quality of services provided at airports can actually enhance the attractiveness of airports and increase demand for them by travelers, and what other factors can contribute to their choice of a particular airport. Accordingly, the research problem is to study the relationship between the quality of airport services and the volume of tourist demand, and to analyze the factors that constitute attractions for travelers in choosing airports. The following questions arise from this:

1. What are the airport service quality standards that influence passengers' choice?
2. How does the quality of airport services affect the volume of tourist demand?
3. What other factors influence the choice of airport?

Research objectives:
1. Analyzing the extent to which the quality of Iraqi airport services (basic and complementary services) affects travelers' decisions and preferences, and how this quality can meet travelers' expectations and contribute to increasing tourism demand.
2. Explore the key factors that shape the attractions for travelers when choosing the airport they use, providing practical insights that can be used to develop strategies to improve airport services to enhance their attractiveness and increase tourist flow.
3. Analysis of the main factors that influence travelers' preference for a particular airport, such as: geographical location, prices, facilities, and complementary services with the presence of restaurant services, duty-free shops, and entertainment facilities on travelers' satisfaction and increased tourism demand.
4. Providing recommendations to improve the level of services provided at Iraqi airports with the aim of enhancing their position as tourist attractions.

Importance of research:
1. Highlighting the pivotal role played by the quality of airport services in enhancing its attractiveness and increasing tourist demand for it.
2. Improving the passenger experience and identifying the basic factors that contribute to this, such as: speed in completing procedures, comfort, safety, and technological services; as they are necessary to raise the level of passenger satisfaction and make airports their preferred destination.
3. Providing practical insights to aviation decision-makers on how to improve service quality to meet passenger expectations and attract more of them. These insights help airports compete more effectively, both locally and internationally.
4. Increasing the attractiveness of airports and raising the level of their services contributes to enhancing international and domestic tourism.

5. Develop marketing strategies and provide competitive services that increase demand and improve operational processes.

The hypothetical model of the research: After studying the theoretical framework of the concept of airport service quality and tourist demand, and based on what we presented in the research problem, importance and objectives; the researcher designed the hypothetical model of the research, as shown in Figure No. (1); to show the logical relationship between the research variables represented by the independent variable (airport service quality) and the dependent or dependent variable (tourist demand).
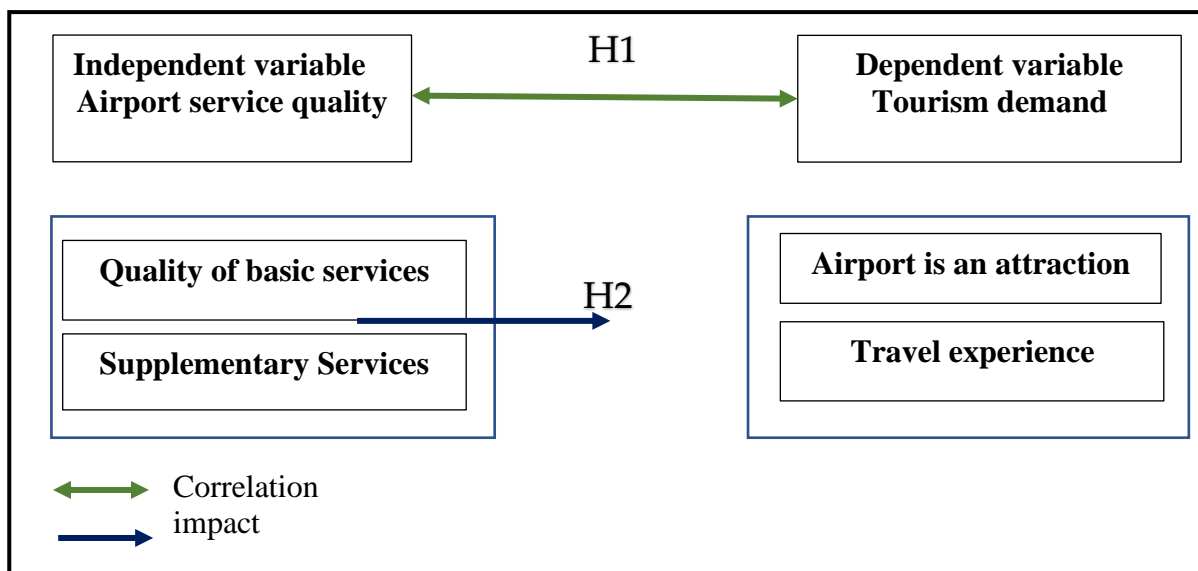

Figure 1. The hypothetical research scheme.

Research hypotheses:

(1)   **The first main hypothesis**:

H0: There is no significant positive correlation between the quality of airport services and tourist demand.

H1: There is a positive significant correlation between the quality of airport services and tourist demand.

First sub-hypothesis:

H0: There is no significant positive influence relationship between the quality of airport services is no significant positive correlation between airport basic services and airport attraction.

H1: There is a significant positive correlation between airport basic services and airport attraction.

Second Sub-Hypotheses:

H0: There is no significant positive correlation between complementary services and travel experience.

H1: There is a significant positive correlation between complementary services and travel experience.

(2)   **Second main hypothesis**:

H0: There and tourist demand.

H1: There is a significant positive influence relationship between the quality of airport services and tourist demand.

First sub-hypotheses:

H0: There is no significant positive influence relationship between basic services and complementary services in airport attractiveness.

H1: There is a significant positive influence relationship between basic services and complementary services in airport attractiveness.

Second sub-hypotheses:

H0: There is no significant positive influence relationship between basic services and complementary services in travel experience.

H1: There is a significant positive influence relationship between basic services and complementary services in travel experience.

2. Materials and Methods

Literature Review

Section One: Theoretical Framework:

(1) Quality of Tourism Service:

Quality represents the extent to which the product or service conforms to requirements and specifications; i.e. the percentage of defect reduction, as well as customer complaint rates (Kilakhi and Tawam, 2021: 72), and meaning the extent to which the product (good or service) is able to meet the expressed or potential needs and desires of customers; that is, their expectations (Demeure, 2005: 142). The quality refers to fitness for purpose, and luxury refers to worthiness and distinction, representing good value for money or comfort (Katanić et al, 2016:115).

The service represents every intangible product that is exchanged between the producer and the consumer, cannot be transported or stored, and may quickly perish (Abdel Fattah, 2017: 2). The service is an intangible activity that aims to achieve the satisfaction of desires and needs when it is marketed to the final consumer for a specific price (Eidawi and Messad, 2023: 7).

Since the tourism industry is a service industry, and focuses on providing a diverse and varied group of services, such as: rest and recreation, and other services to meet the needs and desires of tourists, therefore, this industry requires special attention that is distinct from many other industries that are limited to providing tangible goods, and that tourists are aware and conscious of the level of tourism services provided to them, and the extent to which they match their impressions and preconceptions about the expected services, which are often formed through their previous experiences or what reaches them through various media, communication and contact methods. The concept of tourism service is a combination of (material and moral) elements that focus on providing components of the tourism offer with the aim of achieving the satisfaction of the needs and desires of tourists in the tourist destination, with the contribution of a group of elements such as transportation, accommodation, food, beverages and other services (Aziz and Mutlaq, 2015: 249). It is a group of activities and businesses that provide comfort to tourists and provide them with facilities when they purchase and consume tourism products during their travel and stay in tourist facilities (Ranan and Jawan, 2016: 51).

The quality of tourism service is a measure of the degree of sophistication of the service and its level and what the tourist expects. It means that the actual level of quality matches the tourist's expectations, or reaches a level that exceeds his expectations (Nejadjavad & Gilaninia, 2016: 20). The World Tourism Organization indicated in its definition of tourism quality that it is the result of the process of meeting the tourist's needs, requirements and expectations of tourism products (tourism services) at a specific price (Laoubi and Lahzam, 2015: 35). It should be taken into consideration that the tourism service itself provided to tourists is considered by some to be of high quality, while others consider it to be of low quality. Therefore, the quality of the tourism service depends on the tourists themselves (Saglik et al, 2014: 2).

Materials and Methods

A quantitative research design was used to evaluate the influence of Iraqi airport service quality levels on tourist flow. A standardized questionnaire gathered first-hand information from a total of 177 passengers at Iraqi airports who came from different age brackets and gender profiles and differed in terms of their travel frequency. The research instrument included questions which evaluated travel service components both essential

and additional to examine their contributions to airport desirability and total customer journey quality. The researchers utilized Pearson correlation and multiple linear regression analysis combined with statistical methods to verify the connections between service quality and tourist demand. Airport service quality served as an independent variable with basic and complementary components that measured alongside tourist demand at both airport attractiveness and travel experience. SPSS (V27) performed statistical studies to verify both correlation significance and relationship effects. The study model tested two primary hypotheses about the relation between service quality and tourist demand through the examination of basic service influences and additional complementary service effects. Researchers evaluated their findings through analyses of strong correlation relationships thus determining how service quality improves both airport attractiveness and travel standards. The research design provides reliable and valid results by implementing both extensive data coding and statistical verification techniques that yield empirical findings about better service quality's impact on increased visitor numbers. The research method helps policymakers gain complete knowledge about customer expectations to enhance the regional and international aviation competitiveness of Iraqi airports.

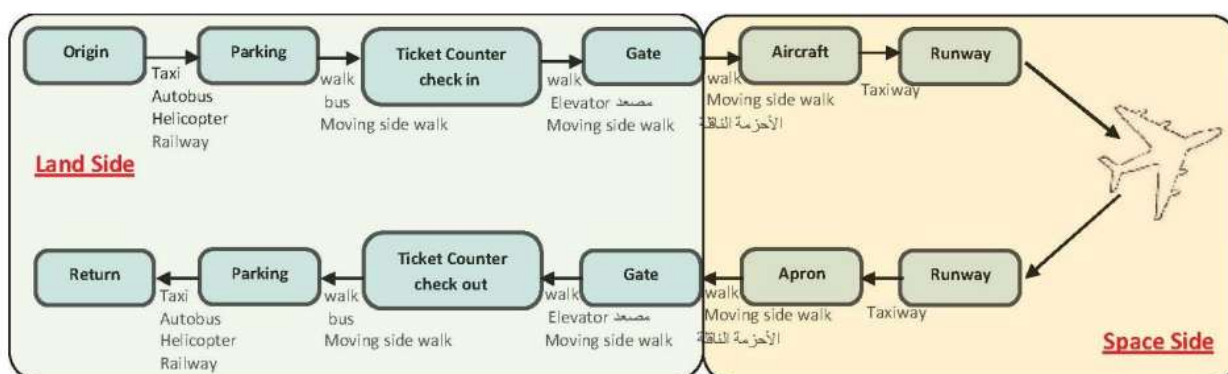## 3. Results

Quality of airport services:

In the simplest concept and definition of an airport, it is the air port from which aircraft take off and land. The airport refers to the area of land or water that contains the facilities, devices and equipment that are part of the aircraft landing or takeoff operations, and other movements (Qasim, 2020: 4). The airport has features and characteristics in its construction design, and the presence of basic and complementary facilities, such as arrival halls, aircraft maintenance centers, aircraft catering centers, customs and passport departments, offices of airline representatives, and representatives of supporting companies, such as: loading and unloading offices, taxi company offices, hotel representative offices, ambulance centers, and others.

There are many services at airports that vary from one airport to another. These services include (Baraka and Khamqani, 2019: 5):

Air services: These are the services provided to the traveler from the moment he enters the airport gate until he exits. Air services also focus on aircraft service, including runway and taxiway maintenance services that include cleaning, lighting, and ensuring safety, in addition to loading, unloading, and transporting luggage to and from the station, as well as aircraft cleaning, etc.

Land services: These are services related to serving the traveler before and after the traveler leaves the airport gate, and include a group of commercial activities, such as: renting parking spaces, renting places, ensuring access to the airport, purchasing travel tickets, and so on.

To illustrate the typical flight, we can show it according to Figure (1), noting that the movement on the ground (airport) represents the largest part of the flight.

Figure (1): Typical flight

Source: Qasim, Gofran J., (2020), "Airport Engineering: Third Stage".

Previous studies have shown that the variety and multiple services of airports have an impact on the level of passenger satisfaction, and that providing high-quality services to them is of utmost importance for the success of the airport, and even its growth in the long term, in addition to the impact of airport employees (Alanazi et al, 2024: 1). Improvements - even if minor - in airport services or in any aspect of it lead to positive change, improve passengers' perception, and enhance their experience at the airport (Aydogan, 2021: 98).

In order to achieve improvements in the quality of services at the airport, a comprehensive approach is required, in addition to the cooperation of many parties involved in providing these services, such as airport management, government, aviation industry and passengers, as this work as a coordinated team may lead to continuous improvements in the quality of services at the airport, and thus passenger satisfaction is achieved (Faisal et al, 2024: 909).

Airport service quality development indicators depend on the following:

Waiting time: Waiting time is a measure of the average time a traveler needs to complete various travel procedures: check-in, security, checks, etc. Long waiting times are an indicator of the inefficiency of airport operating systems.

Baggage management efficiency index: The degree of timing and accuracy in managing passengers' luggage, the time required to load and unload luggage from the plane, as well as managing the process of lost or damaged luggage.

Information accuracy: Measuring the accessibility of information published to travelers through airport advertisements, or through the airport's official application, etc.

Availability of facilities: Facilitating accessibility, as this measure indicates the extent to which amenities are available to travelers who have specific requirements, such as ramps, elevators, and health facilities designed for people with special needs (Setyawati et al., 2020: 43).

The airport security system represents a set of laws, protocols and regulations that aim to protect people and travelers, as well as protect aircraft and airports from any form of potential security risks, in addition to working to prevent, identify and address risks, such as: criminal and terrorist activities, or other security breaches. As well as taking into account the comfort of travelers; therefore, this system is effective in detecting, identifying and preventing threats after identifying them, and ensuring that there is no unnecessary interference or disturbance to travelers' travel experiences (Susanto, Pahala, et al., 2021:46).

Airport infrastructure is the backbone of aviation operations, providing the necessary work for aviation operations and passenger service. The runway for aircraft landing and take-off is an essential part of airport infrastructure. Airport infrastructure is the network of buildings, systems and physical networks known as airport infrastructure, and airport operations, such as: aircraft landing and take-off, passengers and baggage, and other auxiliary services and facilities, in addition to runways, passenger terminals, parking lots, bridges, road networks, and facilities for goods, health, and energy (Faisal et al, 2024: 911).

The quality of service at the airport represents the difference between the traveler's expectations and his perception of the service he receives (64: Trischler & Lohmann, 2018), and the quality of service at the airport is related to the satisfaction of travelers; as it is not just a commodity, but an experience (Lee & Yu, 2018: 30), and the quality of service at airports is a way to increase non-air revenues for airports, and since the activities that the traveler spends his time at the airport are based on two aspects: the mandatory activities of the trip, and the optional activities, as travelers spend most of their time in the first group of activities, meaning check-in, security check, and boarding the plane, while the second group of traveler activities is spent by travelers in the period before or between mandatory processing points, such as: parking, obtaining information, shopping, and the

like (Prentice & Kadan, 2019: 41). Therefore, the evaluation of the quality of airport services - from the point of view of travelers - is due to a set of factors that determine and differ according to the frequency of flights (Gajewicz et al, 2022: 6). At 2016 Airports Council International (ACI) business report revealed that a 1% increase in international passenger satisfaction could generate an average growth of 1.5% in non-aeronautical revenues (Li et al, 2022: 2). ACI also established the Airport Service Quality Awards after surveys with passengers throughout the year. In 2021, ACI presented the awards, which represent the highest possible recognition for airport operators around the world, which work to adapt their services and passenger experiences to meet their ever-changing needs and expectations (ACI, 2021).

Airport Service Quality Indicators:

A set of indicators that travelers rely on to make their judgments about airport services: passenger satisfaction, prices of basic and complementary services, cleanliness, security, verification procedures, road signs, facilities, food and beverages, comfort, seating, shopping, WiFi connection, temperature, noise, and other indicators. The importance of complementary services emerges as a decisive factor in improving the travel experience, and therefore enhancing these services in a thoughtful manner can achieve greater success for destinations and tourism companies.

The applied aspect:

The research variables, represented by the independent variable (airport service quality) and the dependent variable (tourist demand), were coded to facilitate the statistical analysis procedures for the accurate data extracted from the questionnaire form, and to adopt the program (SPSS – V27) for data analysis procedures and obtaining results. Therefore, we adopted the coding of the main and sub-research variables, as shown in Table No. (1).

Table (1): Coding and description of the main and sub-research variables

Variables	Coding
Airport Service Quality	**X**
Basic Services	**X1**
Supplementary Services	**X2**
Tourist Demand	**Y**
Airport Attraction	**Y1**
Travel Experience	**Y2**

Correlation test for research hypotheses:

The researcher relied on Pearson correlation and multiple linear regression model using the statistical analysis program (SPSS) to indicate acceptance or rejection of the hypotheses. The analysis was as follows:

The first main hypothesis:

H0: There is no significant positive correlation between the quality of airport services and tourism demand.

H1: There is a significant positive correlation between the quality of airport services and tourism demand.

Table No. (3) shows the correlation between the independent variable (airport service quality) (X) and the dependent variable (tourist demand) (Y).

Table (3): Pearson correlation coefficients between the independent variable (X) and the dependent variable (Y)

Correlations		X	Y
X	Pearson Correlation	1	.353**
	Sig. (2-tailed)		.000
Y	Pearson Correlation	.353**	1

	Sig. (2-tailed)	.000	
**. Correlation is significant at the 0.01 level (2-tailed).			
Relationship type: There is a positive significant correlation between airport service quality and tourist demand.			

The table indicates that the correlation coefficient between airport service quality (X) and tourism demand (Y) is significant because the significance level (Sig.) is (0.000) for the correlation coefficients less than the significance level in the test (α=0.05), and has a positive and strong relationship, as it reached (0.353**). Likewise, tourism demand (Y) and airport service quality (X) are significant, and there is a positive but weak relationship.

First sub-hypotheses:

H0: There is no significant positive correlation between the basic airport services and the airport attraction.

H1: There is a significant positive correlation between the basic airport services and the airport attraction.

Table No. (4) shows the correlation between the airport attraction (Y1) and the tourist services (X1) and the complementary services (X2).

Table (4): Pearson correlation coefficients between (Y1) and (X1, X2)

Correlations				
		Y1	X1	X2
Y1	Pearson Correlation	1	.321**	.502**
	Sig. (2-tailed)		.000	.000
X1	Pearson Correlation	.321**	1	.731**
	Sig. (2-tailed)	.000		.000
X2	Pearson Correlation	.502**	.731**	1
	Sig. (2-tailed)	.000	.000	
**. Correlation is significant at the 0.01 level (2-tailed).				
Relationship type: There is a positive significant correlation between the airport attraction (Y1), basic services (X1), and complementary services (X2).				

It is also noted in the table that all correlation coefficients are significant because the significance level (Sig.) is (0.000) for the correlation coefficients less than the significance level in the test (α=0.05). The correlation coefficient between the quality of basic services (X1) and the attractiveness of the airport (Y1) reached (0.321**) indicating the existence of a positive but weak relationship, and that the value of this correlation is statistically significant, which indicates the validity of the dimension for what it was designed to measure.

While the correlation coefficient of complementary services (X2) and airport attractiveness (Y2) has a value of (0.502**) indicating a positive relationship, and the level of significance is (0.000), which indicates the validity of the dimension for what it was designed to measure.

The tourism interpretation indicates that the relatively weak positive association between basic services and airport attractiveness means that basic services, such as: (airport cleanliness, security efficiency, and ease of movement) have a positive impact on the tourists' experience, but they are not the biggest factor that attracts them. Basic services are – from the tourists' point of view – a basic requirement that must be available, and they alone are not enough to make the airport attractive.

Second sub-hypotheses:

H0: There is no significant positive correlation between complementary services and travel experience.

H1: There is a significant positive correlation between complementary services and travel experience.

Table No. (5) shows: The correlation between travel experience (Y2) basic services (X1) and complementary services (X2).

Table (5): Pearson correlation coefficients between (Y2) and (X1, X2)

Correlations		Y2	X1	X2
Y2	Pearson Correlation	1	-.014	.311**
	Sig. (2-tailed)		.852	.000
X1	Pearson Correlation	-.014	1	.731**
	Sig. (2-tailed)	.852		.000
X2	Pearson Correlation	.311**	.731**	1
	Sig. (2-tailed)	.000	.000	
**. Correlation is significant at the 0.01 level (2-tailed).				
Type of relationship: - There is a significant correlation between travel experience (Y2) and basic services (X1). - There is a significant positive correlation between travel experience (Y2) and complementary services (X2).				

The table shows that the significance level (Sig.) is (0.852) for the correlation coefficients, which is greater than the significance level in the test (α=0.05), meaning that the relationship between the two variables is not statistically significant. This means that it cannot be confirmed that there is a relationship between the quality of basic services (X1) and the travel experience (Y2), which amounted to (-0.014), and indicates that the relationship between the two variables is very weak and almost non-existent, and the relationship between them is inverse.

While the correlation coefficient (0.311**) indicates a positive relationship between complementary services (X2) and travel experience (Y2), it is also significant, as the significance level is (0.000), which means that the results of the correlations are statistically reliable. And the relationship is direct; that is, improving complementary services leads to improving the travel experience, and vice versa.

It is clear from the above that:

The correlation is weak between the quality of basic services (X1) and the travel experience (Y2), which means that the impact of the quality of basic services on the travel experience, and that the negative sign indicates the presence of an inverse and weak relationship, and is not significant because the level of significance is greater than (0.05) which is (0.852). Therefore; The lack of noticeable effect between the quality of basic services provided to tourists, such as (cleanliness, facilities, or comfort) does not directly or substantially affect tourists' satisfaction or their overall experience, and there may be other factors that are more influential, such as: cultural aspects, tourist activities, or the nature of the airport. The relationship that is not statistically significant means that airport management should not give excessive importance to improving the quality of basic services only to change the travel experience, but other factors that have a direct impact should be studied.

The importance of complementary services, such as: entertainment, internal transportation, reception services, or additional activities, which play a pivotal role in improving the travel experience. The more these services are improved, the more tourists are clearly satisfied with their experience. The travel experience also depends largely on the quality and diversity of complementary services provided, as tourists care about these services in their evaluation of their experience.

Testing the impact relationship for research hypotheses:

Second main hypothesis:

H0: There is no significant positive impact relationship between airport service quality and tourism demand.

H1: There is a significant positive impact relationship between airport service quality and tourism demand.

The estimated regression equation is:

$$\hat{y} = b_0 + b_1 X$$

Where: ŷ: represents the dependent variable (tourist demand), X: represents the independent variable (quality of airport services).

The results are as follows:

$$\hat{y} = b_0 + b_1 \hat{X}$$

$$\hat{y} = 17.729 + 0.213 \, \hat{X}$$

t	22.884	4.992
P. value	(0.000)	(0.000)
s.e	0.783	0.043
F	24.923	
R^2	0.125	

Through the equation, it is clear that the model is significant because the calculated F value is (24.923) and the (Sig.) value is (0.000), and the R2 value is (0.125) and constitutes a percentage of (12.5%), which is weak; which means that it is not the only or most influential factor, but rather that travelers and tourists take into consideration other factors, such as: the cost of travel, ease of access to the airport and its geographical location, the availability of flights and airlines, and complementary services such as entertainment, shopping, and lounges.

As for the tourist interpretation, the quality of services at the airport is important and has an impact on tourist demand. Increasing one unit of airport service quality will affect demand by (0.213), or by (21.3%). In other words, there are other factors that have a greater impact. This means that increasing the quality of airport services leads to improving tourist demand by (21.3%). The importance of focusing on developing basic services is highlighted, such as: improving travel procedures (fast check-in and security), increasing comfort and cleanliness inside the airport, as well as providing a barrier-free travel experience. The remaining percentage (87.5%) of the change in tourist demand indicates other factors that may be more important, such as: tourist services at the destination itself, as tourists care about the attractiveness of the destination as much as they care about the quality of the airport, as well as the total costs of travel from ticket prices and additional services, in addition to the availability of suitable flight options in terms of flight timing and diversity; as this has a significant and direct impact on the travel decision.

First sub-hypotheses:

H0: There is no significant positive impact relationship between basic services (X1) and complementary services (X2) on airport attractiveness (Y1).

H1: There is a significant positive impact relationship between basic services (X1) and complementary services (X2) on airport attractiveness (Y1).

$$Y1 = b_0 + b_1 X1 + b_2 X2$$

Where: Y1: represents the airport as an attraction, X1: represents basic services, X2: represents complementary services.

The results are as follows:

$$Y1 = b_0 + b_1 X1 + b_2 X2$$

$$Y1 = 17.980 - 0.071\ X1 + 0.294\ X2$$

t	18.774	- 1.013	5.982
P. value	(0.000)	(0.000)	(0.000)
s.e	0.958	0.070	0.049
F	29.974		
R²	0.256		
D.W=	D.W=		

The statistical interpretation indicates the significance of the statistical model, as the calculated value of (F) is (29.974), and the significance level (Sig.) is (0.000). There is also a real relationship between the independent variables (basic services and complementary services) and the variable (the airport is an attraction), and the model also proves the existence of a tangible effect, but the strength of this effect depends on the remaining values.

The standard interpretation indicates that the R2 value (0.256) is a relatively weak (25.6%), indicating that there are other factors not included in the model that have a significant impact, and constitute (74.4%) of the variations. The Durbin-Watson (D.W) value, which is (2.067), measures the independence of errors in the model, indicating that there is no linear association between the variables, and means that the model has a good degree of statistical confidence, and that the studied factors have a real and systematic impact.

In the tourism context, improving basic and complementary services at the airport, which represent (25.6%), has a positive impact, but it will not be sufficient to significantly stimulate tourism demand, as there are tourism factors that were not included in the model, and constitute the largest share of changes at (74.4%), and may be represented by the attractiveness of the tourist destination itself in terms of tourist attractions, weather, and various activities, as well as prices and costs and the extent of their decrease or increase, as in ticket prices and services, in addition to tourism seasonality, cultural preferences, and competing airports in the region.

Second sub-hypotheses:

H0: There is no significant positive impact relationship between basic services (X1) and complementary services (X2) on the travel experience (Y2).

H1: There is a significant positive impact relationship between basic services (X1) and complementary services (X2) on the travel experience (Y2).

$Y2 = b\_0 + b\_1\ X1 + b\_2\ X2$

Where: Y1: represents the airport as an attraction, X1: represents basic services, X2: represents complementary services.

The results are as follows:

$Y2 = b\_0 + b\_1\ X1 + b\_2\ X2$

$Y2 = 23.537 - 0.395\ X1 + 0.370\ X2$

t	23.062	- 5.293	7.046
P. value	(0.000)	(0.000)	(0.000)
s.e	1.021	0.075	0.052
F	24.860		
(0.000)			
R2	0.222		
D.W=	2.099		

The statistical interpretation indicates the significance of the statistical model, as the calculated value of (F) is (24.860), and the significance level (Sig.) is (0.000). There is a real relationship between the independent variables (basic services and complementary services) and the variable (travel experience).

The standard interpretation indicates that the R2 value (0.222) is a relatively weak (22.2%), indicating that there are other factors not included in the model that have a significant impact, and constitute (77.8%) of the changes. The Durbin-Watson (D.W) value, which is (2.099), indicates that there is no linear association between the variables, and means that the model has a good degree of statistical confidence, and that the studied factors have a real and systematic impact.

In the tourism context, the studied factors, basic services and complementary services at the airport, affect tourism demand and traveler satisfaction, and this effect represents (22.2%). There are tourism factors that were not included in the model, and they constitute the largest share of changes at (77.8%), and may be represented by travel costs, complementary services inside and outside the airport, and global events, whether economic, political, or health. This means that improving them will lead to an increase in the level of tourism demand or an improvement in the travel experience.

4. Discussion

The findings of this study highlight the significant relationship between airport service quality and tourist demand, affirming that both basic and complementary services play a crucial role in shaping passenger experiences and airport attractiveness. The statistical analysis confirms that while basic services such as security, cleanliness, and check-in efficiency are essential for passenger satisfaction, they alone are not sufficient to make an airport a preferred choice for travelers. Instead, complementary services—including entertainment, shopping, and comfortable waiting areas—substantially enhance the travel experience, making airports more competitive and appealing. The results align with previous research emphasizing that airports must not only focus on operational efficiency but also invest in enhancing passenger convenience and engagement. Furthermore, the regression analysis indicates that although service quality has a measurable impact on tourist demand, other external factors—such as ticket prices, flight availability, and destination appeal—also significantly influence travelers' choices. This suggests that airport authorities should adopt a holistic approach, integrating service improvements with strategic marketing initiatives to enhance airport competitiveness. Ultimately, the study underscores the necessity of continuous innovation and service development to maintain a strong position in the highly competitive aviation industry.

5. Conclusion

1. There is a significant relationship between airport attractiveness (Y1) and both the quality of basic services (X1) and complementary services (X2).
2. Passengers consider the availability of basic services as a basic and self-evident requirement that must be available to achieve their satisfaction.
3. Complementary services make the travel experience more comfortable and enjoyable, especially for travelers who spend long waiting periods at the airport.
4. The airport is not just a transit point, but rather an attraction in itself through design, services, and the experience of travelers inside it, as it leaves an influential impression on tourists and plays a role in their choice of destination.
5. Complementary services (X2) add value to the travel experience (Y2), as tourists seek comfort and enjoyment even while they are at the airport, in addition to the fact that complementary services make the airport an exceptionally attractive element.
6. The focus is not only on basic services, but on the tourist experience as a whole, including everything that adds additional value. Customized services, such as guided tours, cultural events, or innovative entertainment programs, can be offered to attract

more tourists. There may be other factors that influence the travel experience more, such as tourism marketing, or the quality of interaction with staff.

Recommendations:

1. Focus on ensuring the minimum quality of basic services to avoid negatives, but they are not the decisive factor for improving the travel experience, and invest in complementary services at the airport, which add great value to the travelers' experience, such as: enhancing entertainment activities, shopping, and other convenient services at the airport to increase its attractiveness.

2. Work on continuously improving basic services at the airport; to ensure that the basic expectations of tourists are met, and to achieve an increase in tourism demand.

3. Develop strategies to improve Iraqi airport services: to enhance their attractiveness and increase the flow of tourists.

4. Develop the necessary plans to promote the airport experience, according to marketing campaigns that highlight the distinctive complementary services provided by the airport, and in a way that enhances its position as a tourist attraction.

5. Design distinctive experiences at the airport, and provide innovative complementary services, such as: lounges dedicated to families, entertainment areas for children, or providing various cultural activities, or distinctive local restaurants; which may have an impact on improving the travel experience.

6. Study and analyze the different needs of travelers (businessmen, families, and tourists) accurately; to direct the improvement of complementary services to suit them.

7. Study other factors affecting tourism demand, such as: travel costs, comfort, and complementary services; to determine the relative weights of each, and work on developing a comprehensive strategy to increase tourism demand.

8. Integrate the airport into an integrated tourism system that includes promoting the destination, providing tourism offers, and linking the destination to new markets, in addition to increasing cooperation with airlines to provide competitive prices and improve flight times.

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