

The Role of Press Freedom in Enhancing Tourism Services

دور حرية الصحافة في تحسين الخدمات السياحية

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• **Abstract:**

This article aims to define the concept of press freedom and its impact on tourism services. It explores the role of press freedom in improving tourism services through three main points: the first addresses the conceptual framework of press freedom; the second examines the nature of tourism; and the third explores the role of press freedom in enhancing tourism services.

Press freedom is one of the most important avenues enabling individuals to express their needs and opinions. Therefore, it is a dimension that reflects the improvement of individual lives. Furthermore, the success of tourism establishments depends on the availability of training for human resources in tourism services, ensuring they are qualified and appropriate. The nature of investments in the tourism sector (accommodation, food, transportation, and entertainment) necessitates a high-quality workforce that forms the cornerstone of the sector.

All of this can only be achieved through training in the field of tourism to develop human competencies across all tourism services. Given the importance and sensitivity of human resources to the tourism sector, this research paper highlights the impact of press freedom on enriching and enhancing tourism services.

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ملخص:

تهدف هذه المقالة إلى تعريف مفهوم حرية الصحافة وتأثيرها على الخدمات السياحية. وتستكشف دور حرية الصحافة في تحسين الخدمات السياحية من خلال ثلاث نقاط رئيسية: الأولى تتناول الإطار المفاهيمي لحرية الصحافة؛ والثانية تبحث طبيعة السياحة؛ والثالثة تستكشف دور حرية الصحافة في تعزيز الخدمات السياحية.

تُعَدُّ حرية الصحافة من أهم الوسائل التي تُمكن الأفراد من التعبير عن احتياجاتهم وآرائهم. ولذلك، فهي بُعْدُ يعكس تحسين حياة الأفراد. علاوة على ذلك، يعتمد نجاح المؤسسات السياحية على توافر التدريب للموارد البشرية في الخدمات السياحية، بما يضمن كفاءتها وملاءمتها. وتتطلب طبيعة الاستثمارات في قطاع السياحة (الإقامة، والطعام، والنقل، والترفيه) وجود قوة عاملة عالية الجودة تُشكّل حِجْرَ الزاوية في هذا القطاع.

لا يُمكن تحقيق كل هذا إلا من خلال التدريب في مجال السياحة لتطوير الكفاءات البشرية في جميع الخدمات السياحية. ونظرًا لأهمية الموارد البشرية وحساسيتها في قطاع السياحة، تُسلّط هذه الورقة البحثية الضوء على تأثير حرية الصحافة في إثراء الخدمات السياحية وتعزيزها.

• Introduction

The press in liberal democracies operates under journalism which serves as their basic operational framework. The newspaper gained its independence from official control during the seventeenth century which allowed it to break free from all its previous restrictions. The movement achieved major recognition throughout European and American territories before English society accepted it following the year 1688. The progress of industry together with the elimination of social boundaries enabled this advancement to occur. The Industrial Revolution brought people new opportunities for freedom while it broke down their previous restrictions which controlled their movement and their work and their business activities. People started to develop novel beliefs about freedom and democratic systems during this period. John Milton together with other philosophers started to reveal their ideas which led people to understand that absolute truth and accuracy become unreachable unless we hear what others have to say. Everyone in society holds the right to freedom which includes the specific right for people to publish their chosen content. The public interest of society remains unaffected by the exercise of individual liberty because the public good emerges when people fulfill their personal interests. The right functions as an expansion of existing rights which include the right to choose ideas and the ability to communicate them.

Tourism stands as an ancient practice which certain communities used to follow during their early days. The past limited tourism to particular locations which attracted only certain types of people who included explorers and travelers and wealthy individuals and rulers and merchants. The Phoenicians conducted tourism activities through their business and discovery missions which

spanned the Mediterranean Sea and the Red Sea and West African territories. The Romans and Greeks spread their influence to various parts of Africa and Europe and Asia while they took part in Olympic competitions and attended artistic and religious and cultural festivals which served as major tourist destinations.

The practice of tourism in the Arab world and Muslim communities developed through the extensive travels of Arab and Muslim explorers who operated merchant networks across vast territories which stretched from China in the east to the Atlantic Ocean in the west and included Central Asia and Africa and Europe. The travelers and merchants who recorded their journeys through their books have preserved our knowledge about these expeditions. Ibn Battuta's travel diary *Tuhfat al-Nuzzar fi Ghara'ib al-Amsar wa 'Aja'ib al-Asfar* stands as one of the most significant tourism-related books which continue to hold their value today.

From the mid-twentieth century to the present, the tourism sector has witnessed substantial development and expansion in scope, encompassing virtually all regions of the world. Tourism has evolved into a worldwide social phenomenon which no longer belongs to any specific social class. Multiple nations today base their economic growth on tourism because this industry delivers twofold benefits which boost national income and development while helping to achieve human resource development targets.

Study Problem:

In light of the foregoing introduction, the research problem may be formulated as follows:

How does journalism influence tourism services?

Sub-questions:

- What is the theoretical framework of press freedom?
- What is the theoretical framework of tourism?
- How does press freedom contribute to the improvement of tourism services?

Study Significance:

The significance of this study derives from the intrinsic importance of press freedom and its role in promoting the tourism sector. Through the exercise of press freedom, employees become more aware of the procedures and practices required to perform fundamental tasks within the tourism sector. This, in turn, leads to the enhancement of tourism services, which constitute a primary driver of excellence in performance, research, and the pursuit of innovative ideas that contribute to the success of tourism organizations. Moreover, press freedom supports employees' continuous professional development, adaptation to emerging developments, increased efficiency, and the achievement of competitiveness, particularly given the intensely competitive nature of the tourism industry.

Study Objectives:

- To define the conceptual framework of journalism on the one hand and to examine its role in tourism promotion on the other.
- To address the nature of tourism services.
- To highlight the role of press freedom in improving the quality of tourism services.

Study Methodology:

In this study, we employed the descriptive-analytical approach by examining press freedom on the one hand and tourism services on the other, and by analyzing and inferring the relationship that links them.

Literature Review:

- The research paper by Abdul Amir Kazem titled “The Role of the Press in Preparing Specialized Tourism Human Resources and Its Impact on the Level of Service Provision” revealed that media serves as a core foundation which supports the growth of tourism workforce competencies needed to fulfill various tourism organizational targets.

The researcher showed that training functions as the main factor which produces specialized hotel staff who will directly influence the service delivery and quality which hotel visitors receive. The research study introduced multiple recommendations which operate at different organizational levels to help employees from this sector achieve their goals through specialized training program design strategies.

- The publication by Khaled Qashi in 2017 titled “The Impact of Press Freedom as a Means of Developing Human Resource Efficiency in the Tourism Sector – The ‘Takāmul’ Project in the Kingdom of Saudi Arabia as a Model” focuses on explaining the definitions of journalism and tourism investment by showing their various forms and unique features and studying the elements which draw tourism investment. The paper establishes its theoretical foundation for journalism through its second section which studies the characteristics and vital need to support this field. The paper discusses all terms which relate to human resource efficiency while explaining how training programs help institutions develop their staff members. The paper contains a distinct section which focuses on tourism training to boost tourism staff performance through its presented training methods and approaches. The Kingdom of Saudi Arabia serves as a model through its Takāmul project which teaches tourism staff to develop their tourism sector workforce.
- The research by Hasnain (1987) titled “Journalistic Training and the Role of the Institute of Public Administration in Improving Tourism in Jordan” worked to discover the purposes of administrative training programs which operate in ministries and public institutions while it studied the approaches these organizations use to identify their journalism training requirements and the various types of these requirements at different organizational levels

and the Institute of Public Administration's role in addressing them. The researcher determined that journalism training needs identification requires thorough research which must obtain continuous feedback from the beneficiary entities that need this information. He recommended that every ministry and agency and institution should create training units which will gather data and statistics to determine their training needs for developing tourism-related journalistic education programs which they should then put into practice..

1. The Theoretical Framework of Press Freedom

1.1 The Concept of Press Freedom

Press and media freedom denotes the right to obtain information from any source, to transmit and exchange it, and to publish and circulate ideas and opinions without restrictions. The law protects citizens by allowing them to create newspapers while preventing media content from being censored before publication except for specific cases that involve national security and military operations and public morality issues.¹

The Soviet Union collapse before 1985 led to two main approaches about press and media freedom which included the liberal approach and the socialist approach. The right to establish newspapers along with free access to information and public expression enables citizens from all social backgrounds to monitor government operations and various social institutions which demands these entities to improve their service delivery for the public good. The system requires individuals and groups to maintain equal rights while following religious and moral values and upholding human dignity and protecting personal reputation and privacy. Some developing nations continue to believe media should focus on uniting the nation through development work while distributing information to all social groups instead of serving as government watchdogs.

Freedom does not imply that a journalist may act arbitrarily; rather, it signifies the ability to expand the horizons of thought and action while respecting the rights and freedoms of others. The freedoms of others thus condition and delimit the freedom of the journalist. The right to free expression through press and media includes these basic elements:

- The absence of prior censorship imposed by authority upon media institutions; such censorship is unacceptable in all circumstances, including exceptional situations such as war or states of emergency, except reluctantly and within the narrowest possible limits.
- The restriction, as far as possible, of legislative intervention in enacting laws that criminalize conduct not required by the public interest; this signifies that the freedom recognized for the individual is not absolute, but rather delimited by existing laws, the violation of which entails civil and criminal liability.
- The right of individuals and groups to establish newspapers without interference from the authorities.

1- Ja'far 'Abd al-Salam, *The Legislative Framework of Media Activity*, n.d., Dar al-Manar, p. 14.

- The freedom of media institutions to gather and disseminate news and to access sources of information.
- Freedom of expression and the public's right to knowledge.

1.2 Guarantees of Press Freedom:²

- Affirmation of the principle of separation among the three powers—executive, legislative, and judicial—so that the executive authority does not monopolize or restrict the press and media, and the legislative authority does not enact laws that contravene the spirit of the constitution in safeguarding this freedom. The judiciary must have the authority to declare unconstitutional any laws that violate these principles and to curb excesses by the executive authority.
- Judicial oversight, in the sense that the judiciary serves as the guarantor of press freedom.
- The existence of a democratic system grounded in a strong public opinion.
- The integrity and justice of the ruler.
- Special protection for opinion, particularly political opinion.
- Providing opportunities for diverse viewpoints to express and publish their opinions through communication media.
- Pluralism in communication and media outlets.
- Diversity in the orientations and content presented through communication and media channels.

The realization of pluralism and diversity in the media requires the full freedom of citizens to choose, without constraint, the media outlets through which they obtain information, ideas, and opinions. Accordingly, the greater the number of available media outlets and the more varied the content they provide, the greater the citizens' freedom of choice.

1.3 Elements and Dimensions of Press Freedom:³

Freedom of the press may be conceptualized as a triangle whose sides consist of the rights, guarantees, and duties of media professionals, and the rights of the public, while its base pertains to the guarantees and responsibilities specific to the media institution itself. It must be emphasized that freedom is not absolute; its corollary is responsibility.

2- Mahmoud Muhammad Safar al-Rubaiz, *Media as a Position*, 1st ed. (1402 AH), Saudi Arabian Book, p. 63.

3- Hamdi Hasan al-Rubaiz, *The News Function of the Mass Media*, 1st ed. (Cairo: Dar al-Fikr al-'Arabi, 1991), p. 169.

1.3.1 The Rights of Professionals and Guarantees of Their Protection:

The rights of journalists or communication professionals may be summarized under two principal categories: economic guarantees and guarantees related to the practice of the profession.

A. Economic Guarantees:

These guarantees concern securing a dignified standard of living for professionals and regulating their financial and employment rights in a manner that protects them from injustice. They may be summarized as follows:⁴

- Safeguards relating to wage levels, allowances, the regulation of working hours and leave entitlements, and prior notice before termination of employment.
- Safeguards concerning pension rights and end-of-service benefits.
- The prohibition of transferring a journalist from one position to another against his or her will.
- Protection of journalists from persecution by the editor-in-chief, direct superiors, or the employer.
- In certain cases, these rights extend to include the journalist's right to participate in the self-administration of the newspaper and in its decision-making processes.

B. Guarantees Related to Professional Practice:

These guarantees pertain to the rights, privileges, and immunities that must be afforded to professionals in order to enable them to perform their duties appropriately and to protect them from the risks or harm they may encounter in the course of practicing their profession, in a manner consistent with the particular nature of media work. Among these guarantees are the following:

- Journalists and other media professionals, whether operating within their own countries or abroad, should enjoy protection that ensures optimal conditions for the exercise of their profession.
- The provision of adequate means enabling journalists to access information, obtain documents and data, and consult both official and non-official news sources.
- The right of media professionals to express their opinions freely.
- The guarantee of freedom of movement for journalists and the unimpeded transmission of information without obstacles or restrictions.

4- Al-Rubaiz, *op. cit.*, p. 172.

- The protection of correspondents working in foreign countries from retaliatory measures that may be taken against them, such as ill-treatment, arrest, killing, torture, or expulsion.
- The guarantee of the journalist's right to maintain professional confidentiality.
- Ensuring that any disciplinary accountability of a journalist, in the event of an accusation of committing a crime or error of any kind, is surrounded by adequate safeguards, with the stipulation that such accountability be conducted initially before the journalist's professional syndicate.

1.3.2 The Obligations and Duties of Professionals:⁵

In addition to the rights and guarantees enjoyed by professionals, they are correspondingly required to adhere to a set of responsibilities and duties in the course of practicing their profession, which fall into four categories:

A. Professional Obligations and Responsibilities:

These refer to responsibilities inherent in the nature of the profession and the manner of its practice, and include the following:

- Reporting news accurately, without distortion or misrepresentation, and presenting the truth without evasion or unjustified concealment.
- Adhering, to the greatest extent possible, to objectivity and integrity.
- Clearly distinguishing between opinion and news, while recognizing that newspapers and other media outlets retain the right to publish their own views as well as those of others.
- Committing to the promotion of a free and balanced flow of information.
- Verifying the accuracy and authenticity of news, and refraining from disseminating false, unsubstantiated, or propagandistic information.
- Respecting professional confidentiality.
- Observing specific obligations incumbent upon correspondents working in foreign countries to ensure that their reporting on those countries is accurate and equitable.

B. Ethical Obligations and Responsibilities:⁶

5- 'Abd al-Rashid Ma'mun Shadid, *The Moral Right of the Author* (Beirut: n.p., 2019), p. 113.

6- Sumaya Kamil Ahmad Abu Madi, *Legislation and Laws of New Media* (Gaza: Islamic University), p. 61.

These concern the extent of adherence to professional ethical standards and encompass the following:

- Upholding a high ethical standard characterized by integrity, and refraining from conduct that compromises the profession, such as writing motivated by personal interest at the expense of the public good or for material gain.
- Respecting human dignity and reputation.
- Avoiding intrusion into the private lives of individuals and safeguarding them from public exposure.

C. Legal Obligations:

These constitute the set of obligations imposed by law upon professionals, the violation of which entails criminal liability, and may be summarized as follows:

- Compliance with the provisions of the law.
- Refraining from defamation, false accusations, libel, and slander.
- Avoiding the appropriation of others' opinions and attributing them to oneself.
- Abstaining from incitement to any unlawful act against any individual or group.
- Refraining from publishing material that may interfere with the course of justice, so as to ensure that defendants and litigants are afforded the guarantees of a fair trial before their natural judge; individuals may not be tried in the press prior to judicial determination.
- Abstaining from publishing reports of confidential court proceedings.

D. Social Obligations and Responsibilities:⁷

These refer to the responsibilities that journalists voluntarily undertake out of a sense of social accountability. They include:

- Conducting themselves in a socially responsible manner and upholding their responsibility toward public opinion, as well as its rights and interests.
- Respecting human rights and the principles of cooperation among peoples, and participating in the struggle to uphold these rights.
- Refraining from propagating war or inciting national, ethnic, or religious hatred, or any form of incitement to violence.

7- Abu Madi, *ibid.*, p. 63.

- Abstaining from publishing obscene materials or content that promotes crime, sexual deviance, drug abuse, or similar misconduct.
- Adhering to the culturally accepted values of society.
- Observing their responsibility toward the international community with regard to respect for the values upon which it has reached consensus.

2. The Nature of Tourism:

2.1 The Concept of Tourism:

Numerous definitions of tourism have been advanced; among the most significant are the following:

- According to the International Academy of Tourism, tourism is defined as “a term applied to leisure travel, encompassing the range of human activities organized to realize this type of travel; it constitutes an industry that collaborates to meet the needs of the tourist.”⁸
- Tourism is the aggregate of activities, services, and industries that together constitute the travel experience, including transportation, food and beverage establishments, entertainment facilities, the organization of activities, and hospitality services, whether for individuals or groups traveling away from their place of residence.⁹

Accordingly, tourism may be defined as the movement of individuals beyond their place of residence for various purposes, primarily for recreation and leisure.

2.2 Characteristics of Tourism Services:

Tourism services possess distinctive features, and their effective marketing depends upon a comprehensive understanding of these characteristics and their various dimensions. Moreover, the provision of tourism services constitutes a complex and interrelated process for the following reasons:¹⁰

- The processes of production and consumption of tourism services are directly intertwined, making it difficult to distinguish between them.
- The delivery of tourism services involves numerous and diverse components, including transportation facilities, accommodation standards, hotels, catering services, and others.

8- Ahmad Dib Ahmad, *Analysis of Tourism Activities in Syria Using Econometric Models: A Field Study*, Master's thesis in Statistics and Programming, Faculty of Economics, Tishreen University, Syria, 2005–2006, p. 15.

9- Nabil Faisal Musa, “The Impact of Tourism Investment on the Cultural Communication of Society,” *Journal of the College of Baghdad for Economic Sciences*, no. 36 (2013): 192.

10- Mubarak Bilalta and Khaled Kawash, “The Market for Tourism Services,” *Journal of Economic Sciences and Management Sciences* (Algeria), no. 4 (2005): 154.

- The provision of tourism services entails the production and distribution of a wide range of services and goods, the production processes of which are carried out by different and independent institutions, such as hotels, information services, telecommunications, and transportation providers.
- The delivery of services involves the participation of multiple actors forming a work team; however, this team is diverse and heterogeneous in terms of composition, competence, and level of training.
- Both tourism and non-tourism institutions participate in service provision, including health, commercial, and telecommunications institutions, among others.

The principal characteristics of tourism services may be summarized as follows:

- **Intangibility:** The implications of the intangibility of tourism services lie in their inability to be physically displayed. A travel agent, for instance, cannot present a journey to a specific destination in tangible form. This increases the perceived risk associated with purchase, as the tourism product cannot be experienced prior to consumption.
- **Simultaneity of Production and Consumption:** Tourism services require the simultaneous presence of the tourist consumer and the service provider at the time of production and consumption. In the context of travel agency services, the tourist consumer contributes significantly to the production of the service through his or her motivations, preferences, and specification of the desired form of the service (service design). The service provider, in turn, endeavors—drawing upon professional expertise and technical skills—to meet the tourist's needs and preferences in producing the requested service.
- **Heterogeneity:** This characteristic refers to the difficulty of standardizing tourism services, particularly those whose delivery relies heavily on the human element. In other words, service providers cannot guarantee that their services will consistently be identical or homogeneous, nor can they assure a fixed level of quality. Consequently, it becomes difficult for both parties to the transaction, especially the tourism consumer, to predict the nature of the service prior to its provision and consumption.
- **Perishability:** Tourism services are characterized by their short lifespan, which renders them highly susceptible to rapid expiration. Travel agencies, for example, cannot store unsold airline tickets for future use, and airlines and hotels impose financial penalties on cancelled reservations. Owing to the difficulty of achieving equilibrium between supply and demand, air transport institutions often resort to price reductions in order to stimulate demand during off-peak periods.

In addition to these, tourism services possess several other characteristics, which may be summarized as follows:¹¹

- Substitutability.
- Inelasticity of tourism supply in the short term.
- The susceptibility of the tourism market to seasonality.
- The multiplicity of production entities, given the interrelated and composite nature of the tourism industry.
- The diversity of tourism product sectors.

2.3 The Importance of Tourism:

Tourism activities generate major financial benefits which multiple nations obtain from their tourism sector. The states work to develop various types of tourism because they want to bring in more tourists to their regions. The significance of this element exists in multiple dimensions because it generates advantages which benefit both the state government and the people who live there and the visitors who come to visit. The main contributions of this work can be described through the following points:

- Foreign currency enters the nation which enables economic growth and helps solve problems with international payment deficits.
- The development of work possibilities for young people and every community member because tourists need various services which create multiple employment options throughout their travel routes.
- The practice of cultural exchange between different groups exists through this activity which also enables visitors to absorb destination culture while locals in the host community develop cultural understanding of foreign societies.
- People can achieve mental and bodily health through tourism because it allows them to participate in different activities which bring about personal happiness.
- A civilization acts as a mirror which shows how a community reveals its cultural identity through its customs and traditions and values and this reflection reveals the level of social progress in their society.

11- Sabri 'Abd al-Sami', *Tourism and Hotel Marketing (Scientific Foundations and Arab Experiences)* (Egypt: Arab Administrative Development Organization, 2007), pp. 135–137.

- The development of tourism together with urban areas across the nation receives major support from this factor. States work to increase their tourism income through development projects which support different tourist attractions and hotel and resort construction and service expansion that benefits both national interests and local communities while maintaining equilibrium between established tourist destinations and developing areas for tourism growth.

2.4 Forms of Tourism:

Tourism encompasses numerous forms, as travelers do not journey from one country to another for identical purposes. Rather, the motivations for tourism vary from one individual to another, giving rise to diverse patterns. Some tourists travel for therapeutic purposes, others for leisure, and others to acquaint themselves with the culture of a given country, among many additional objectives.

2.4.1 Medical Tourism:

This form of tourism combines treatment and recreation simultaneously. It may involve travel for medical care in specialized hospitals or for natural therapies, such as the use of mineral and sulfur springs, sand therapy, and sun exposure, with the aim of treating certain dermatological conditions and rheumatic ailments.

2.4.2 Social Tourism:

Also referred to as “holiday tourism,” this has become one of the prevalent forms of tourism in recent times. It involves the organization of low-cost trips and the provision of reasonably priced accommodation, as well as youth camps that require minimal financial expenditure.

- Cultural Tourism: This type of tourism is undertaken with the purpose of exploring a country’s culture and historical landmarks. Tourism for this purpose accounts for approximately 10 percent of total tourist activity.
- Religious Tourism: This form of tourism seeks to visit religious historical sites for spiritual and intellectual contemplation and for learning about other religions. It may also aim at religious outreach, charitable activities, or the organization of voluntary and educational seminars concerning a particular faith. An example is the Religious Complex in Old Cairo, which includes the Mosque of ‘Amr ibn al-‘Āṣ and the Hanging Church.
- Sports Tourism: This entails travel from one country to another to participate in various sporting tournaments and competitions, or to engage in recreational sporting activities such as diving, fishing, and skiing.
- Ecotourism: Considered one of the more recent forms of tourism, it involves travel to natural sites for the enjoyment of nature, motivated by a sense of responsibility to preserve environmental landmarks and avoid causing harm to them.
- Festival Tourism: This type involves travel to attend festivals or various races, which may include sporting, cinematic, artistic, fashion, or folkloric events.

- Recreational Tourism: The most widespread form of tourism, accounting for approximately 80 percent of tourists, in which travel is undertaken for leisure, enjoyment, relaxation, and participation in a variety of recreational activities.

3. The Role of Press Freedom in Improving Tourism Services

3.1 The Role of Press Freedom in Tourism:

Press freedom plays a significant and direct role in stimulating tourism and enhancing its image. This role may be understood through several interrelated dimensions:¹²

- Enhancing the Country's Tourism Image: A free press system enables journalists to provide accurate news about national attractions together with cultural heritage and safety conditions. People develop trust in tourism destinations through positive news coverage which leads them to explore new places.
- Building Trust and Transparency: People who plan their trips today need to find dependable travel information before they start their journey. A free press system lets journalists reveal authentic information which creates public trust for health facilities and security systems and service delivery standards.
- Indirect Promotion of Tourist Destinations:¹³ Journalistic reports about cities and heritage sites function as effective tourism promotion tools which produce better results than conventional advertising methods. These non-traditional tourism promotion methods employ journalistic content about cities and heritage sites which produces better outcomes than traditional advertising campaigns.
- Identifying Problems and Improving Services: The tourism industry allows journalists to expose its various problems because of press freedom which lets them report on service deficits and careless behavior. The inspection process demands that authorities must create solutions and make enhancements which will improve tourist experiences.
- Attracting Tourism Investment: A free media environment conveys the impression of an open and stable setting, which is a crucial factor for investors in hotels, transportation, and tourism-related activities.
- Addressing Rumors and Crises: The free press which operates responsibly during crises allows people to obtain correct information quickly which stops false information from damaging tourism business operations throughout both immediate and future timeframes.

12- 'Abd al-Amir 'Abd Kazim, "The Role of Training in Preparing Specialized Tourism Human Resources and Its Impact on the Level of Service Provision," *Al-Ghari Journal of Economic Sciences*, University of Kufa (2010): 57.

13- Al-Sayyid 'Aliwah, *Determining Training Trends*, 1st ed. (Arab Republic of Egypt: Misr al-Jadidah Press, 2001), p. 112.

3.2 The Relationship between Press Freedom and Tourism:

The relationship between press freedom and tourism is one of direct and reciprocal influence, which may be elucidated as follows:¹⁴

- Press Freedom as a Catalyst for Tourist Confidence: When the press operates freely, it conveys reality without distortion or manipulation, thereby fostering trust among potential tourists in the information circulating about a given country. This credibility encourages them to select it as a tourist destination.
- Enhancing the State's Cognitive Image: Balanced and independent media coverage highlights a country's cultural, natural, and touristic assets, while mitigating negative stereotypes that may otherwise impede tourist flows.
- Supporting Tourists' Decision-Making Processes: Tourists rely on news reports, journalistic articles, and media coverage to assess levels of safety, quality of services, and overall stability. Press freedom ensures the accuracy and reliability of such information.
- Advancing the Tourism Sector: Through constructive criticism and the exposure of deficiencies in tourism services, a free press contributes to the improvement of infrastructure and the overall quality of the tourist experience.
- Reciprocal Influence: The growth of the tourism sector, in turn, encourages greater diversification of media content and increased journalistic attention to tourism-related issues, thereby reinforcing the press's role and expanding its reach.

3.3 Methods for Advancing Press Freedom in the Tourism Sector:¹⁵

- The lecture method functions as a traditional teaching style which enables experts to deliver knowledge to student groups while they receive both scientific and practical information at their current academic understanding level. The lectures receive instruction from experts who specialize in both journalism and tourism.
- The orientation method provides new employees with essential information about their upcoming journalistic role and its operational framework and specific work responsibilities which include their duties and authority levels and established workplace guidelines and monitoring systems.
- The direct training method requires department leaders to offer training sessions for journalists who work under their direction to improve their professional abilities and teach them marketing approaches for tourism development. The program identifies outstanding personnel members from various departments to deliver them training at their work sites for preparing their advancement into leadership roles.

14- 'Abd Kazim, *op. cit.*, p. 61.

15- Muhammad Mahmud 'Abd Allah Yusuf and Salah al-Din 'Abd al-Nabi, *op. cit.*, p. 119.

- The discussion method enables staff members to share information with their department leaders through scheduled meetings which function to study fresh tourism marketing concepts and evaluate operational strengths and weaknesses and develop plans to improve the quality of tourism services.
- The conference method consists of specialized sessions which present various professional experiences to journalistic groups that operate in hotels and tourism institutions and travel and tourism agencies. The sessions present solutions which tackle operational issues that occur from time to time in this sector.
- The meetings method supports collective management through its system which enables managers from journalistic departments to meet regularly at their work units. The process starts with particular problems which we need to discuss before we create solutions and recommendations that will improve tourism services.
- Seminar Method: The method requires hotel personnel from various departments to attend a company-run seminar which works with specialized press organizations to focus on particular subjects.
- The Consultative Method needs organizations to bring in consultants who specialize in different fields to support journalists while they learn new information. The process would involve bringing in an expert who will assist hotel engineering personnel to understand the operating systems which control their newly installed equipment.
- The general manager selects particular journalists who possess necessary qualifications to perform a scientific study which identifies negative patterns that keep showing up in the tourism industry. The research results become available through tangible user experiences and strategic advice which shows how these solutions will work and how successfully they become implemented. The process delivers fresh unbiased data to all its accountable persons and workers who need to solve tourism-related problems that keep happening.
- Case Study Method: The training method functions as a group-based learning approach which enables skilled journalists to work together through interactive sessions for solving complex tourism-related problems that span multiple departments.

● **Conclusion:**

Theoretical framework analysis about press freedom and tourism service operations and tourism sector human resource training programs reveals multiple research outcomes:

- Press freedom exists as a democratic principle which functions as a development tool to advance tourism growth while building national image and international market competitiveness.

- The training of journalists stands as a vital factor which leads to better tourism services because human resource value exists naturally.
- The greater the degree of press freedom, the higher the credibility of the media and the more positive the country's tourism image, thereby stimulating tourism activity and attracting a larger number of visitors.
- The tourism industry creates numerous employment opportunities which help reduce unemployment rates so businesses need to hire tourism professionals who will fulfill their career targets and industry requirements.
- The process of resolving tourism-related problems will lead to a more stable political environment.
- Tourism training operates as both an essential educational requirement and a fundamental cultural need which enables nations to showcase their heritage through tourism activities; successful tourism management produces advantages which benefit both governmental bodies and their communities.

Study Recommendations:

The research findings suggest multiple recommendations which will enhance Algeria's tourism industry development during the study's conclusion phase:

- The press needs to have enough freedom to develop tourism in Algeria.
- The assessment requires data from nations which have established media systems and tourism operations.
- The hospitality industry needs our complete focus because we should train people who will reach tourism sector goals since hospitality functions as the essential element which completes tourism.
- The tourism development planning requires media and tourism personnel to obtain tourism qualifications because their lack of certification would make all development work meaningless thus the qualification needs to serve as a core strategic focus.
- The process of development needs to speed up because our society experiences fast-paced changes which we can address through learning from others and using workable solutions to move forward through different stages of development.
- Training programs for human resources need to follow media and tourism sectors should respect social traditions when implementing training programs because these programs enable people to discover their human nature and cultural heritage. The level and particularity of training directly affects how attractive and successful a tourist destination will become; the absence of this essential element would make tourism education serve as a destructive force against any cultural heritage.

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