

## **INDUSTRIAL GEOGRAPHIC ANALYSIS OF ADVERTISING PRINTING PRESSES IN SALAH AL-DIN GOVERNORATE USING GEOGRAPHIC INFORMATION SYSTEMS (GIS)**

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### **Abstract**

the techniques and their distribution of the phenomenon studied are a starting point and an essential element in geographical studies, and a necessary step to know the behavior of any geographical phenomenon. Distribution means the organization and arrangement resulting from the distribution of phenomena in a place according to a specific pattern. Industry localization factors, which explains the industrial environment of the region and to understand the behavior of the different phenomenon. The research dealt with the distribution of the advertising industry in terms of identifying its growth and the nature of its spread among the districts, and according to the type of advertisement and analyzing the patterns of distribution in the districts of Salah al-Din Governorate using geographic information systems to reach the centers of settlement and dispersal of the industry. Advertising, and an indication of the extent of the impact of geographical factors on its settlement and giving the economic importance resulting from the interaction of spatial data with advertising industry techniques from the point of view of industrial geography.

### **Summary**

The techniques and their distribution of the phenomenon studied are a starting point and an essential element in geographical studies, and a necessary step to know the behavior of any geographical phenomenon. Distribution means the organization and arrangement resulting from the distribution of phenomena in a place according to a specific pattern. Industry localization factors, which explains the industrial environment of the region and to understand the behavior of the different phenomenon. The research dealt with the distribution of the advertising industry in terms of identifying its growth and the nature of its spread among the districts, and according to the type of advertisement and analyzing the patterns of distribution in the districts of Salah al-Din Governorate using geographic information systems to reach the centers of settlement and dispersal of the industry. Advertising, and an indication of the extent of the impact of geographical factors on its settlement and giving the economic importance resulting from the interaction of spatial data with advertising industry techniques from the point of view of industrial geography. the introduction The advertising industry is considered a type of industrial geography, so this industry is of recent origin in Salah al-Din Governorate, and with the progress of time, the increase in population density, and the development of technology, it has been rising in terms of preparation and printing. 398

Announcement for the year 2022, which the researcher faced difficulty in obtaining sufficient information from the owners of the printing presses and the lack of cooperation of some of them because they feared that the researcher was sent by a specific agency or a government agency, and therefore new taxes are imposed on

them because most of the printing presses are not legally licensed. As the research problem is the cornerstone of scientific research in terms of verifying the scientific characteristics according to the studied phenomenon, is the advertising industry of great importance giving other industries an advertising material in terms of conclusion and problems according to the perspective of the geography of the industry? Geography of the advertising industry in Salah al-Din Governorate. As for the hypothesis of the research, the advertising industry in Salah al-Din Governorate is one of the industries that effectively affects most of the economic activities. As for the importance of the research, it came through the technological development and the changes that Salah al-Din witnessed in terms of increasing the number of the population of the province. For natural and unnatural reasons, in addition to the urban expansion that takes place in it and the increase in economic activities, which in turn works on the growth of the advertising industry in the governorate. As for the political, social and economic variables, it helped to acquire and maintain experiences and skills from outside the province due to the factor of mobility and research because of those previously mentioned variables. The research methodology is the scientific basis, so I used it. Several approaches were used, including the historical approach that was used to know the stages of development that it went through. The advertising industry, in addition to the use of the analytical quantitative method, which relied on the analysis of the data obtained, and the use of spatial statistical analysis by means of Geographic Information Systems (GIS) technology.

### **1-Geographical distribution of advertising printing presses in Salah al-Din governorate according to their growth stages**

Salah al-Din Governorate is one of the modern governorates, as it was created in 1976, and despite its modernity, it witnessed good economic growth during the period that followed its creation, through the introduction of modern industries, and the completion of many industrial projects as a result of the economic development that took place in it (). To study the picture of the geographical distribution of the printing presses of the Maqam advertising industry in Salah al-Din Governorate, depending on the type of printing press, the location of the printing press, and knowledge of its establishment, as the industry is based in places where the appropriate factors are available for its establishment, which are commensurate with its specifications, nature, and locations, which ultimately aims through it to achieve appropriate profits for investors ( The advertisement was divided geographically and historically:

#### **1-1 The geographical distribution of the advertising industry between the period 1990 2000**

During that period, the country experienced difficult political circumstances, represented by the second Gulf War against Iraq in 1991, and the imposition of the economic blockade on Iraq, which led to a scarcity of supplies and raw materials for industry, and the absence of imports, in addition to the low standard of living and the purchasing power of individuals. All these factors led to the cessation of some industries from production, and the weakness of the production of others, which also causes the weakness of the advertising industry (), as the number of printing presses for the advertising industry in that period became (3) printing presses, i.e. (5.8%), as in Table (1). And map (1), which indicates that this industry has not witnessed any development, in addition to that the industry in the study area went through stages of difficult economic recession as a result of the conditions that we have previously referred to.

#### **Table (1) Geographical distribution of the advertising industry in Salah al-Din Governorate for the period 1990-2000**

press Establishment date	press Address of the printing	Name of the printing	Administrative unit
1992	Municipal Street	Kemat Baghdad	Tikrit
1995	Al-Basha Street	Baghdad	
1990	Main Street	Al gamiaa	Al-Tawz

Source: From the researcher's work based on the analysis (questionnaire form)

**Map (1) The geographical distribution of the advertising industry in Salah al-Din Governorate between the period 1990-2000**



The source is from the researcher's work based on Table (1) using Arc GIS 10.3

**1-2 The geographical distribution of the advertising industry between the period 2001-2010**

his stage was divided into two parts. The first part was between 2000-2003, which is the period that faced a

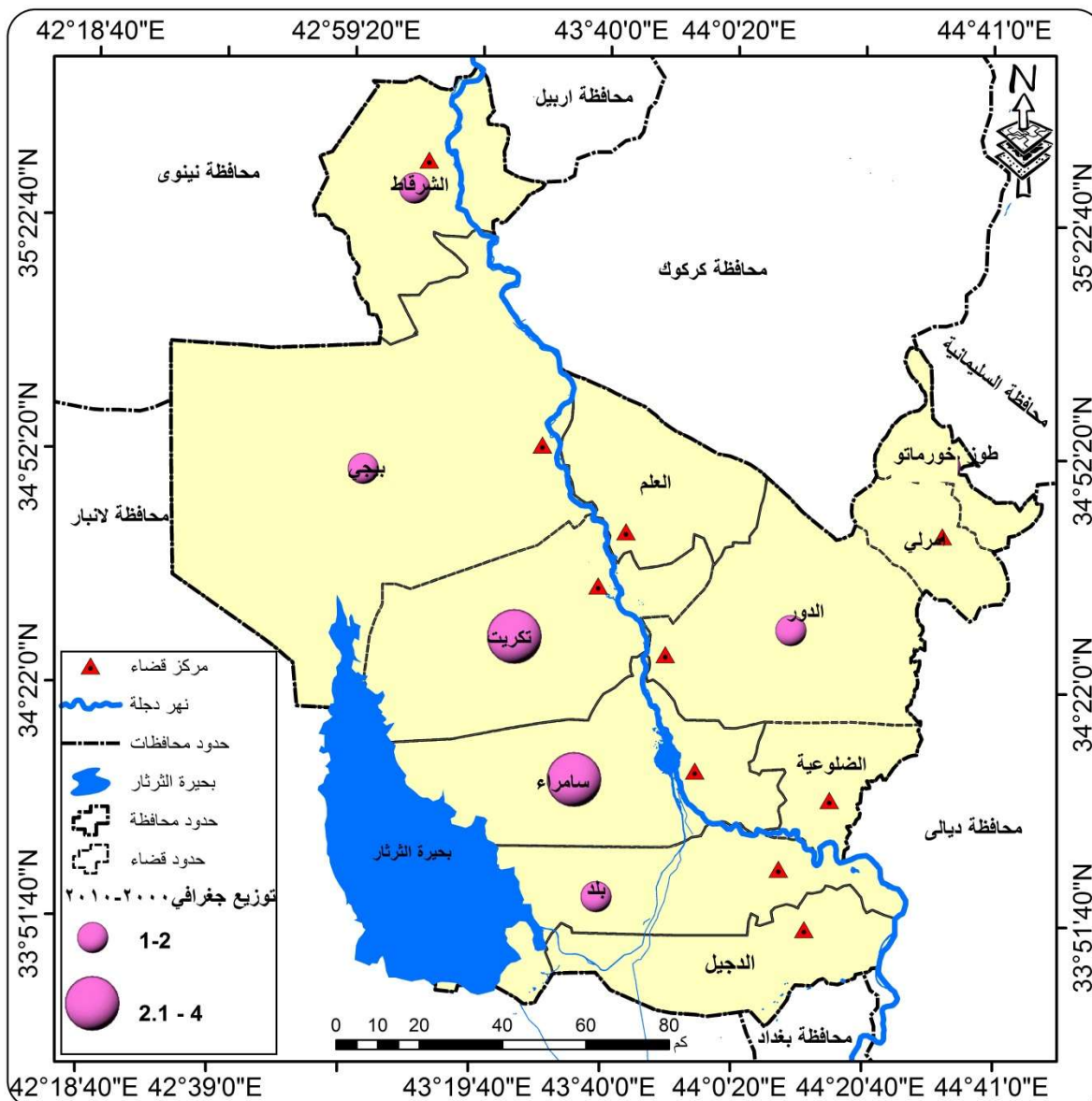
deterioration in the security situation due to the occupation of Iraq by the invading forces, which made Iraq an arena of chaos, and caused a kind of economic stagnation, and the suspension of the economic process (), and it appeared clearly In the absence of the element of industrial planning, as well as the spread of the phenomenon of administrative corruption within the economic sector. As for the second section, which represented the period from 2004 to 2010, it witnessed a tangible development in the advertising industry, as printing presses began to increase, and the situation in Iraq began to move towards development as a result of the increase in the state budget due to the high oil prices for the year 2008. This led to the establishment of the first governmental printing press in Salah al-Din Governorate, Tikrit District, which is the Tikrit University Press, which stimulated investors to take an interest in this industry, in addition to the emergence of the election factor that emerged in that period, which helped the growth and increase of this industry, as the number of printing presses in The advertising industry has (14) printing presses, i.e. (26.9%), as shown in Table No. (2) and Map (2). This period is considered the interval between the past and the present in the advertising industry.

**Table (16) Geographical distribution of the advertising industry in Salah al-Din Governorate for the period 2001-2010**

press Establishment date	press Address of the printing	Name of the printing	Administrative unit
2004	Tikrit University	Matbaat gamiaat tikrit	Tikrit
2004	Forty Street	Al qurtaas	
2007	Flowers Street	Moug	
2009	Doctors Street intersection	Cous al nour	
2004	police district	Al biaan	samaraa
2004	police district	Al hillal	
2005	Officers neighborhood	Albaraa	
2008	Pharmaceutical lab	Mohamed Nader	
2009	Market	Sultana	beigy
2007	Imam Street	Zahra	beled
2008	Shuhada neighborhood	Alfurqaan	
2006	Fertile	Nour alhuda	alshirqat
2010	the old market	Alahilla	
2004	Main Street	Mekteb aldioaan	aldour

المصدر: من عمل الباحث بالاعتماد على تحليل ( استمارة الاستبانة )

**Map (2) Geographical distribution of the advertising industry in Salah al-Din Governorate between the period 2001-2010**



The source is from the researcher's work based on Table (2) using Arc GIS 10.3

### 1-3 Geographical distribution of the advertising industry between the period 2011-2022

That period went through several stages, the first of which was the stage before the date of 10/6/2014, in which this industry flourished, as the number and quality of printing presses increased, and the level of production increased, as we find that the total number of printing presses in that period amounted to (9) printing presses, and this is the beginning of an expansion in The advertising industry in a short period compared to the previous stages, while the second stage, which was confined between (2014-2015), witnessed an economic stagnation as a result of the control of terrorist groups, and the difficult conditions that took place in the study area and the western regions of Iraq, and it is one of the worst periods because it caused a lot From destroying the infrastructure of Iraq, stopping all industries, as well as stopping all economic aspects of life, and with this we noticed that there was no printing press at that date. As for the last stage that took place between 2016-2022, which is the stage of liberation, victory, and getting rid of terrorist groups, which caused a lot of killing and

destruction in the governorate, and it did not take long until most of the industry was able to regain its strength, including the advertising industry, which witnessed great development, as we find a group of printing presses It has reached (26) printing presses, which is equivalent to half of the existing printing presses in the previous stages, and the total of this stage has constituted (67.3%) as shown in Table (3) and Map (3), as this stage achieved an unprecedented industrial growth in Other periods, and it seems clear that the development of the advertising industry came in harmony with the development of demand for industrial commodities, as well as the diversity of production in the study area, and this indicates the existence of a qualitative industrial boom as a result of technological development, machinery and equipment in the study area.

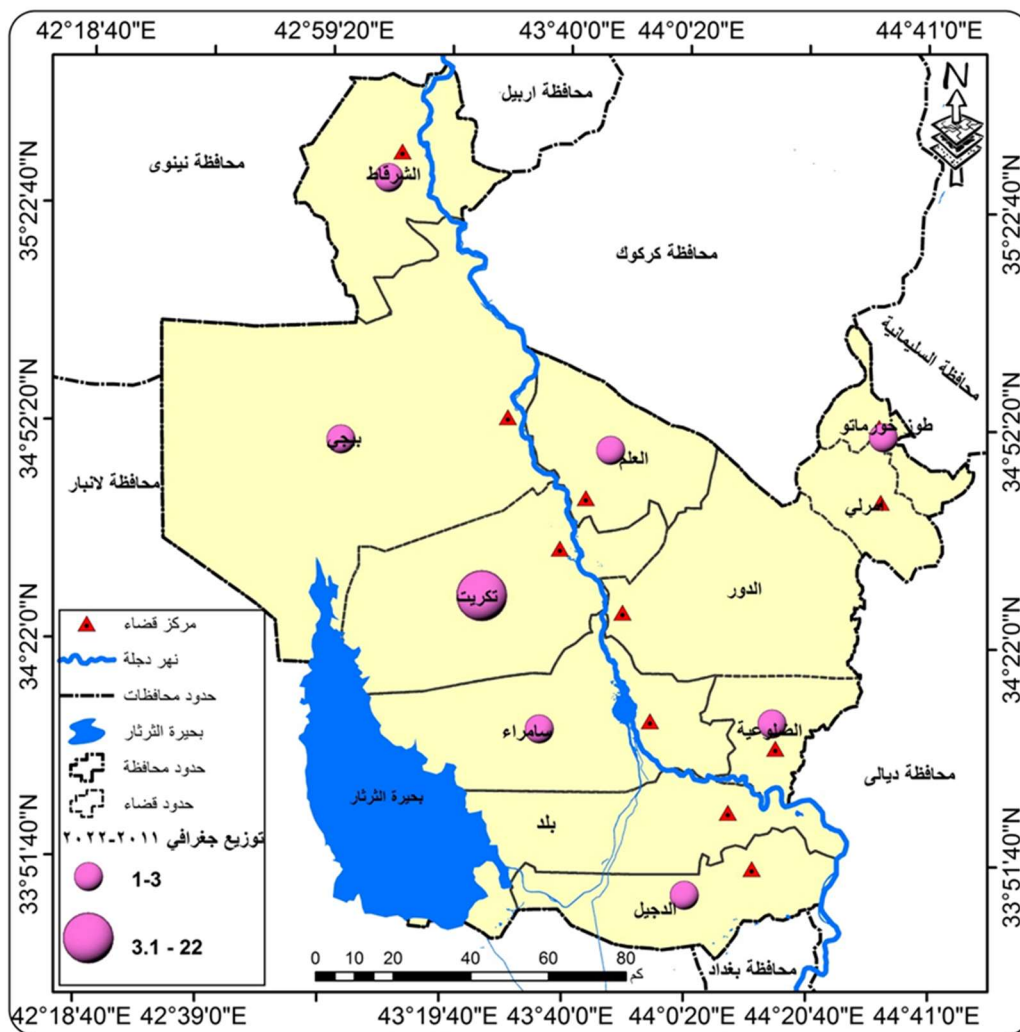
**table (3) Geographical distribution of the advertising industry in Salah al-Din Governorate between the period 2011-2022.**

press Establishment date	press Address of the printing	Name of the printing	Administrative unit
2011	Clock Street	Aalanat dilear	tikrit
2013	Sheshin district	Matbaat alweeled	
2013	Sheshin district	Dar alibdaa lltabaa	
2013	Main Street	Kuos fareh	
2016	Al-Asri district	Alsultana	
2016	Flowers Street	aliraq	
2016	Nice street	almuhandis	
2017	Flowers Street	Sherket ababeel	
2017	Hospital Street	Alkadisia	
2017	Forty Street	khalid	
2017	Flowers Street	fikret	
2017	Municipal Street	alresheed	
2017	Doctors Street	Hawa baghdad	
2017	Municipal Street	Bait altibaa	
2018	Clock Street	aldiq	
2018	Forty Street	yousuf	
2019	Clock Street	alsaqer	
2020	Nice street	Alareb leldaiaa	
2020	Nice street	Merkez althad	
2020	Forty Stree	Nebath tikrit	
2021	Main Street	Mektebt alqelem	
2021	Clock Street	Tikrit brand	
2011	Officers neighborhood	Almahaba alheditha	saamraa
2016	police district	Ibn alhusainy	
2020	police district	meetru	

2012	Main Street	baegy	baegy
2017	Municipal Street	Baet altibaa	
2013	the old market	medresety	alshirqat
2013	Main Street	aldigael	aldigail
2014	Main Street	alabraar	
2017	Main Street	Alkhataat muhaned ata	aldour
2018	Main Street	Baghdad lildikour	
2014	Main Street	algaohara	altouz
2021	Main Street	thiloeiaa	althiloeiaa
2017	Main Street	algaohera	alalem
2018	Stock market	aldehyshy	
-	-	-	aamirly

Source: From the researcher's work based on the analysis (questionnaire form)

map (3) Geographical distribution of the advertising industry in Salah al-Din Governorate for the period 2011-2022



The source is from the researcher's work based on Table (3) using Arc GIS 10.3

## 2- Typical analysis of printing presses in the advertising industry using geographic information systems

Contemporary geography focuses on analyzing geographical locations and showing the spatial arrangement of phenomena based on the idea that the geographical phenomenon is not randomly distributed or arranged, but rather reflects a spatial relationship, in addition to being linked to a functional relationship with other phenomena within the surface of the region (), and it was found that there are factors affecting printing presses Salah al-Din Governorate has made it gather in specific areas, with the presence of some widespread printing presses, and that all these factors derive their strength from the sites and the historical and economic value they possess. Through spatial data obtained from geographical coordinates by (GPS), which is represented by the real locations of the studied phenomenon, such as locating printing presses in real (X-Y) coordinates. On this basis, a database of great importance is being built in determining the distances between the locations of printing presses, and knowing the forms of their distribution and directions of distribution, and according to their compatibility with the presence and spread of the population in the study area. The analysis process follows several statistical methods, which are called the spatial or objective concentration scale on maps (). And it relies on several standards that can be used in understanding geographical phenomena and methods of analyzing, interpreting and showing them accurately, and these standards can be found through the program (ArcGIS) approved in the study, the most important of which are the following:

### 2-1 Standard Distance

The standard distance is an important element in the analysis of the geographical distribution of all printing presses, and it is the basis for understanding any spatial organization in the geographical space (), and the dispersion of points around the spatial center can be known by using the standard distance, which is one of the most important measures of dispersion, which measures the distance between points from the spatial center, and it is extracted according to the following equation

$$SD = \sqrt{\frac{\sum(Xi - \bar{X})^2}{n} + \frac{\sum(y - \bar{y})^2}{n}}$$

whereas :

SD = standard distance

XI = the east coordinate

YI = the north coordinate

X- = mean east coordinate

Y- = mean north event

N = number of point values

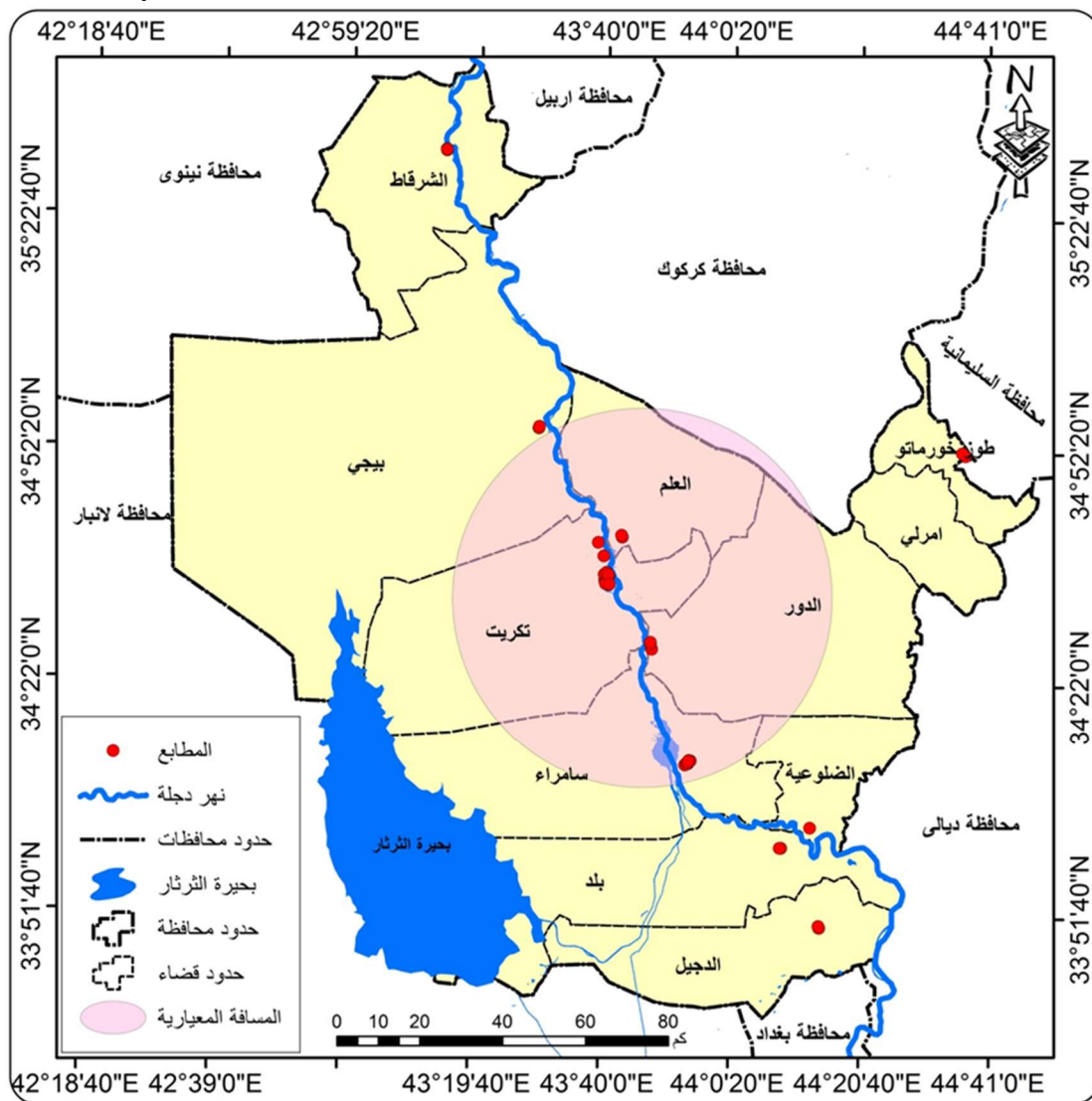
It can be represented graphically on the map by drawing a circle whose center is the spatial average and whose radius is equal to the standard dimension. In fact, this circle includes (68%) of the apparent elements, and this distribution is considered normal. Otherwise, the distribution is affected by other factors, and there is a direct relationship between the standard distance and the dispersion of The distribution of points, if the number of points inside the circle is more than the number of points outside the circle, the pattern of the distribution of points is of the type that is clustered or converged around the center.

It is clear from map (4) that the results of the analysis of the standard distance circle, which was represented by pink color, for the distribution of printing presses of the advertising industry in Salah al-Din, and that the



number of printing presses inside the circle reached (36) printing presses, while the number of printing presses outside the circle reached (16) printing presses, and this means The percentage of (69.2%) of the printing presses took place inside the circle, and the percentage of (30.8%) of the printing presses took place outside the circle. This is due to the presence of a large number of governmental and administrative institutions, in addition to the presence of the universities of Tikrit and Samarra, and the distribution of printing presses did not take the characteristic of spreading to cover all administrative unit

**Map (4) The standard department for printing presses in the advertising industry in Salah al-Din Governorate for the year 2022**



The source is from the researcher's work, based on entering the spatial coordinates of the printing presses and their outputs in the ArcGIS 10.3 program

## 2-2 Direction of Distribution

The direction or inclination of the geographical phenomenon represented by point features is measured by calculating the standard distance in two dotted directions, the first axis (X) and the second axis (Y), as these

two measurements show what is called the ellipse by cutting the standard deviation, as the method used in the calculation is the method of calculating The standard deviation on each of the axes (X - Y) from the mean center (). It is possible to draw an oval shape that represents the direction of distribution of some of the phenomenon in terms of concentration or dispersion of the spatial dimension of the phenomenon, and the center of this circle is the location of the coordinates of the actual average center of the phenomenon (), and the direction of distribution is extracted according to the following equation ().

$$SD_x = \sqrt{\frac{\sum_i (x_i - \bar{X})^2}{n}} \quad SD_y = \sqrt{\frac{\sum_i (y_i - \bar{Y})^2}{n}}$$

whereas :

SDX = standard distance on the east axis

SDy = standard distance on the north axis

Xi = the eastern coordinate for each element of the phenomenon

Yi = the north coordinate of each element of the phenomenon

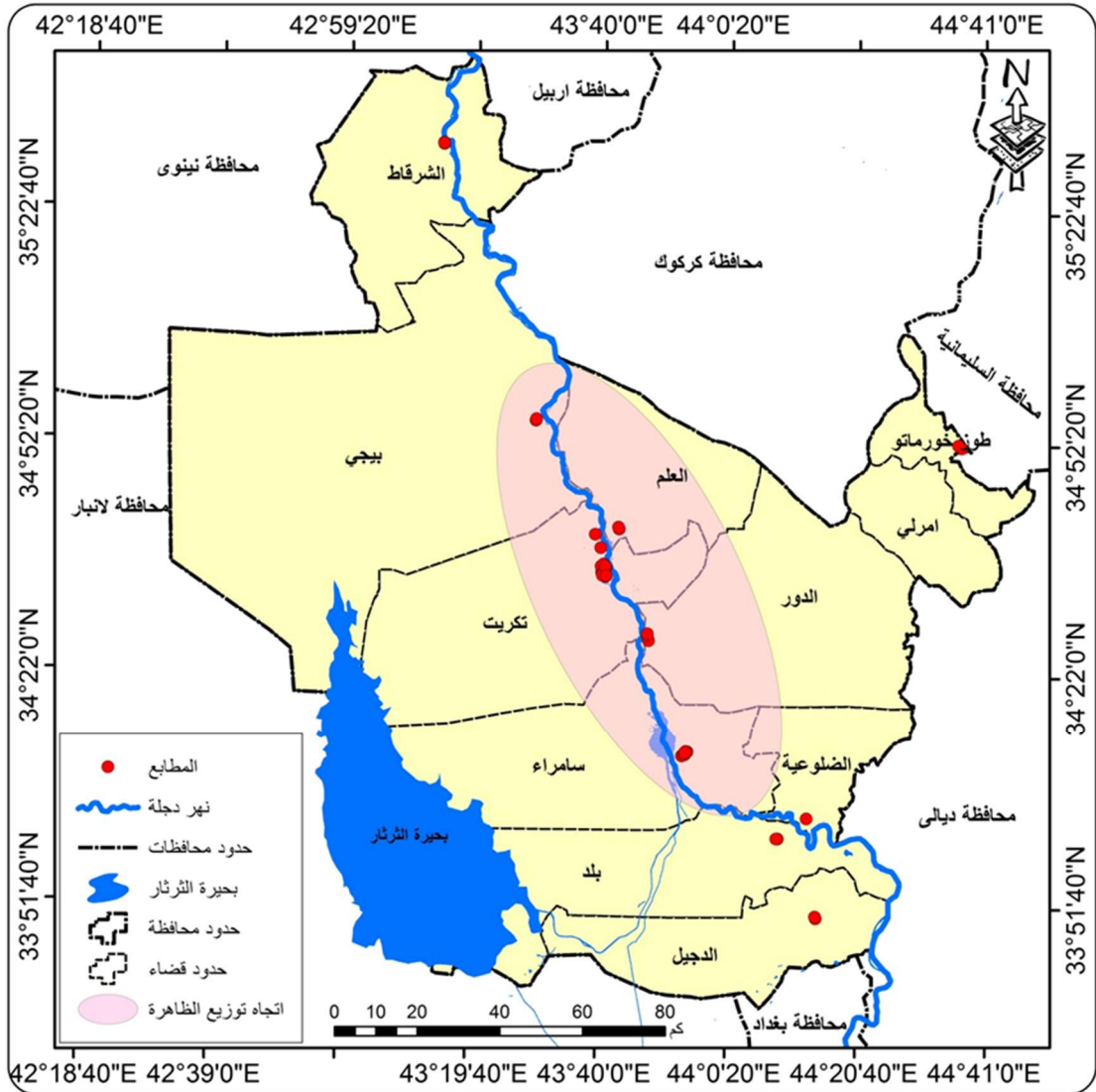
X- = mean east coordinate

Y- = mean north coordinate

N = number of point values

When applying this measure to identify the direction of distribution of the printing presses of the advertising industry in Salah al-Din Governorate, the following was found: The direction of the actual distribution of printing presses in Salah al-Din took an oval shape in violet color, extending between northwest and southeast, and the number of printing presses of the advertising industry located within the standard ellipse amounted to (40) printing presses, with a rate of (76.9%) of the total printing presses of the advertising industry. The printing presses scattered around the standard cut amounted to (12) printing presses, at a rate of (23.1%) of the total printing presses of the advertising industry in the study area, and therefore the printing presses tend to be more concentrated than dispersed, and the direction of this distribution is due to the extension of the Tigris River, as well as its extension with the transportation routes. and look at the map (5)

**Map (5) The direction of the actual distribution of printing presses in the advertising industry in Salah al-Din Governorate for the year 2022**



The source is from the researcher's work, based on entering the spatial coordinates of the printing presses and their outputs in the ArcGIS 10.3 program.

### 2-3 middle position

It is one of the simple measures that aim to determine the average center of any geographical phenomenon, and it is the fulcrum that mediates the geographical location coordinates (). This place represents the attraction of these phenomena, and it is the result of the process of calculating the average spatial coordinates (X - Y) of the elements of that phenomenon to form a new point that depicts the average spatial coordinates of these phenomena in the study area (). The average center is used to measure the extent of change in the nature of the distribution of the phenomenon over a specific period of time, or to compare the distribution of one or two elements or more in a specific place. By means of the following equation, the average position can be extracted ().

$$\bar{X} = \frac{\sum i x_i}{n} \quad \bar{Y} = \frac{\sum i y_i}{n}$$

whereas :

X- = rate of the eastern coordinates.

i = one element of the phenomenon.

$i \sum$  = the sum of the value of each element of the phenomenon.

Y = north coordinate rate.

n = the number of elements of the phenomenon.

$X_i$  = the values of the eastern coordinate of the elements of the phenomenon.

$y_i$  = values of the north coordinate of the elements of the phenomenon.

When studying the phenomenon of printing presses for the advertising industry in Salah al-Din, which took the form of points in their distribution in the study area, it is necessary to identify the middle location of it, and which districts in which the middle location appeared, which can be considered the center of gravity, that is, the point around which the other points gather. It is shown to us through map (6), which shows the geographical distribution of printing presses on the basis of the average center, as the following can be concluded: As for the point that is represented in blue, it reflects the actual average center of the printing presses of the advertising industry, which is located in the southeastern part of the Tikrit district, that is, the average center is located in the middle location of the district, specifically in Al-Sa'a Street in the district of Tikrit district, and the average center is located in that place, This indicates the extent of attraction imposed by the judiciary in relation to the institutions, departments and services that made printing presses fall into them

**Map (6) The average center for printing presses in the advertising industry in Salah al-Din Governorate for the year 2022**



The source is from the researcher's work, based on entering the spatial coordinates of the printing presses and their outputs in the ArcGIS 10.3 program.

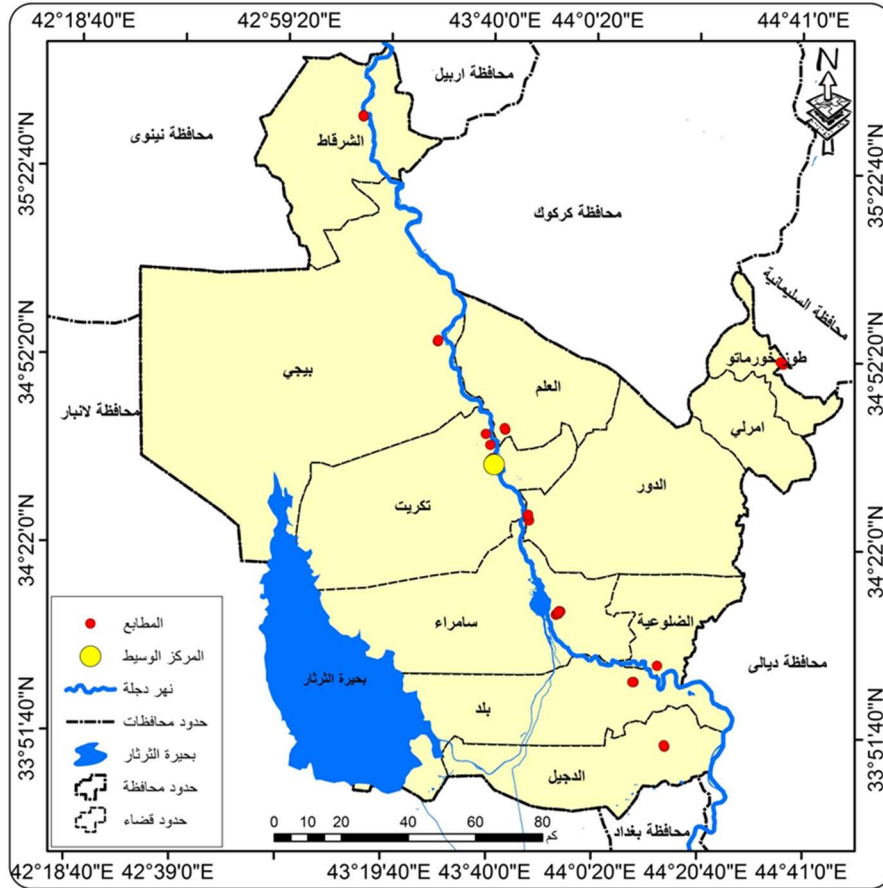
#### **2-4 Al Dahra Center**

The center of the phenomenon is the most centralized site among all other locations of the phenomenon, and it is the center of the heart for its spatial distribution, and its determination is based on the values of the cumulative distance that separates between these locations (), and that the spatial median for the distribution of the phenomenon is the location that achieves the lowest value, and in fact it did not. There is a specific equation that calculates the center of the mediator accurately, and the GIS software calculates it repeatedly, as it collects the distance between the center of the runner-up and the rest of the other features of the study area, and then distances it a little and repeats the collection process, and through that the center of the mediator has the smallest value of the sum of the distances between it and other landmarks in the study area (), and when specifying the X-Y coordinates of the phenomenon of printing presses of the advertising industry in Salah al-Din Governorate, around which other sites are clustered and distributed, and it appears from Map (7) the following

a. The point represented in green is Al-Dhahirah Center for Advertising Presses in Salah Al-Din Governorate, and it is located within the center of Tikrit District, in the eastern part of it, at the Nabd Tikrit Press on Al-Arbaeen Street.

B. The yellow dot represented the mediator center for advertising printing presses located within the district center in the eastern part of it at Al-Qirtas printing press on Al-Arbaeen Street, which is very close to Al-Dhahirah center, and this indicates the extent of convergence in the nature of the distribution of the previously mentioned institutions within the district.

#### **Map (7) The Intermediate Center and Al-Dhahirah Center for Advertising Industry Printing Presses in Salah Al-Din Governorate for the year 2022**



Source: From the researcher's work, based on entering the spatial coordinates of the printing presses and their outputs in the ArcGIS 10.3 program.

### 2-5 Nearest Neighbor

In geographical studies, it is used in the relationship of the nearest neighbor and the so-called neighborhood link, which is one of the most important techniques used in the analysis of geographical distribution, to measure the dispersion of points around each other, which determines the classification of points in the spatial distribution in general because it is characterized by an accurate statistical method, and these distributions may be either Regular, random, convergent, or cluster (), and specify that it is a technique that attempts to measure and not describe the geographical phenomenon, its classification and distribution, and this technique works on the basis of calculating the distance between the geographical location of each point and the geographical location closest to the point from it, and the average distances between all these points are calculated Then the calculated average is divided by the expected average of the total distance between these points to give results in the distribution based on the R value (clustered, scattered, and random) (), as shown in Table (4).

**Table (4) Nearest Neighbor Index Values**

distribution pattern	Statistical coefficient value
gathered	0.09-0.00
convergent cluster	0.49-0.1
random asymptote	0.99-0.50
random	1.19-1.00

Source: 

far	2.15-1.20
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Muhammad Azhar Al-Sammak, Ali Abbas Al-Azzawi, Geographical Research between Methodology, Specialization, Quantitative Methods, and Contemporary Information Technologies (GIS), Dar Al-Yazuri, Amman, Jordan, 2011, p. 185.

The classification of the distribution of the phenomenon is shown between that gathering, the regular and the random. If the number (0) is a reference to the clustering of points in the form of a cluster, while the number (1) indicates that the distribution is random, and when the value of the coefficient is limited to (1.20-2.15), it refers to divergent pattern, and to find out the value of the nearest neighbor presumption, the following equation should be applied ():

$$R = 2d (n/a)$$

whereas:

R= Neighborhood value

d = average distance between points (real distance), (average is the sum of points divided by measurements).

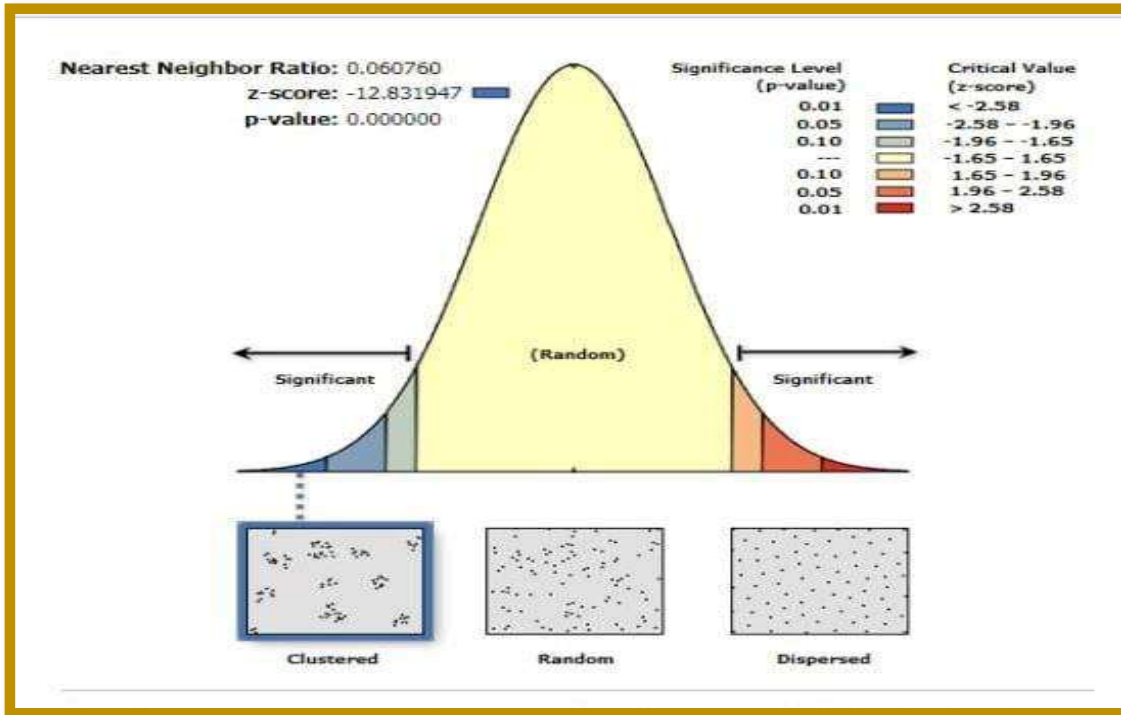
a = area of the study area.

n = number of site points.

If the distribution appears in a specific pattern, this indicates the presence of factors behind this appearance, and this is what makes the researcher seek to stand at it, but if the distribution is random, then this is difficult to explain (). In order to find the geographical distribution of the printing presses of the advertising industry, the researcher applied the map of Salah al-Din Governorate by entering the spatial and descriptive data into the program (ArcGIS10.3) to analyze the data and find out the geographical distribution using the nearest neighbor context, and the results were shown as follows

According to the spatial coordinates of the printing presses of the advertising industry, the spatial analysis pattern was represented according to Figure (1), which showed the results of the neighborhood relevance analysis, and the R value for the advertising printing presses was (0.06). -12.8) There is a probability of less than 1% that this cluster pattern is random due to the random chance result, which reinforces this result by drawing a sky box around the point according to the statistical data of the studied phenomenon of advertising printing presses in Salah al-Din Governorate.

**Figure (1) Results of the nearest neighbor analysis of advertising printing presses in Salah al-Din Governorate for the year 2022**



The source is from the researcher's work, based on entering the spatial coordinates of the printing presses and their outputs in the ArcGIS 10.3 program.

### Conclusions and suggestions

Conclusions: The study reached several conclusions as follows:

1. The advertising industry is one of the modern industries in Salah al-Din Governorate, where the development was not limited to machines only, but also included all the requirements of this industry using modern technologies in its production.
2. It was found that there is a printing press belonging to the government agency specialized in the advertising industry, in addition to its lack of a lot of advanced equipment, which led to reliance on private printing presses.
3. It was found through the statistical methods that were used to study advertising printing presses that there is a discrepancy in their distribution, with the clear dominance of Tikrit district over the rest of the districts, being the center of the governorate of most government departments, and from the results of the methods analysis.
4. It was found through the value of the standard distance that the pattern of advertising printing presses in the districts tends to be concentrated more than its tendency to disperse, and also that the direction of distribution of advertising printing presses extends between northwest and southeast, and we find the middle center of printing presses located in the southeastern part of Tikrit district
5. The center of Al-Dhahirah was identified in the district of Tikrit and is located in the eastern part of it and is represented by the Nabd Tikrit printing press. We also find the center of Al-Waseet located in the eastern part of the same district, represented by Al-Qirtas printing press.
6. The value of the nearest neighbor showed variation in the patterns of the spatial distribution of presses, where the value of (R) was (0.06), this means a pattern, completely combined, and the value of Z was (-12.8),



this is a random cluster pattern.

7. The field study indicated that the first printing press for the advertising industry appeared in the district of Tuz Khurmato in 1990, and then it became the nucleus for subsequent printing presses until 2022 AD.

### **Proposals:**

After presenting the most important conclusions that I reached through the study data, recommendations must be made to advance the reality of the advertising industry in Salah al-Din Governorate. My agencies:

1. It is necessary to work on improving the types of advertising by paying attention to the advanced technological aspect using geographic information systems.

2. Encouraging and supporting the workforce by giving financial incentives and holding training courses that qualify workers in this industry in order to improve the technical level in developed countries.

3. Motivating graduates from media faculties, as well as fine arts institutes, to work in this industry as they have an impact on the development of the future of this industry, in addition to the high quality of production.

4. The need to support the government printing press with modern devices and equipment, as it is not sufficient, and to enhance modern GIS programs in this developing industry in the governorat

5. Activating the role of control and imposing customs duties on raw materials used in the industry, preventing their import, and encouraging the national product.

6. The need for state support for advertising printing presses, perhaps financially or morally, by paying attention to companies and advertising printing presses, and trying to prepare an association or forum for them. In addition to providing financial loans.

7. The regulations set by the Directorate of Salah Al-Din Municipalities must be adhered to regarding advertisements that are placed on the roads of the external, internal and buildings, and advertisements that oppose these controls must be remove

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