

”تجارة الخدمات السياحية إلكترونياً في البلدان النامية مع التركيز على الصين والهند.... دراسة إحصائية مقارنة”

رسالة ماجستير تقدمت بها

رائدة مجبل عبد الله

إلى مجلس كلية الإدارة والاقتصاد/ الجامعة المستنصرية
وهي جزء من متطلبات نيل درجة الماجستير في علوم السياحة وإدارة الفنادق

بإشراف الأستاذ الدكتور

حامد سعد نور الشمري

٢٠١١ م

بغداد

١٤٣٢ هـ

Abstract

This study is concerned the process of preparation compared to a statistical growth in e-commerce in tourism services , or what is called for in the present time (e-tourism) in developing countries, by examining the case of both China and India, depending on the forecasting methods; to know the extent of progress which can occur up to 2020, in terms of tourism growth rate, and the growth of the Internet in those countries, as well as to the feasibility of the virtual tourism ; to replace conventional tourism in developing countries. As embodied the problem in the potential must be met to reach this level of progress in developing countries, with China followed India and the leading role in this area and thus became easy to do the developing countries follow suit, including Iraq and the adoption of one of the experiments in the application to reach a state of technical development in the area of tourism. Thus, this study seeks to examine the attitudes adopted by China and India to develop e-tourism is especially the so-called the virtual tourism , which is the main objective in this thesis and how to apply and what are the conditions required for sustainability and working out, as it has evolved the wishes of the tourists with the development associated with the tide of globalization and openness of technical the world, including services provided by the Internet data are endless. The researcher concluded from this study into the most important results that demonstrated the importance of the role of e-tourism in developing countries as it has become a necessity that should be especially given that the world today has come to go to the application of technical processes in various fields, and that tourism is one of the most vital sectors interested in the item technical

Key words: Tourism, traditional tourism, e-commerce services, virtual tourism.