

جمهورية العراق
وزارة التعليم العالي والبحث العلمي
الجامعة المستنصرية
كلية الادارة والاقتصاد
قسم السياحة وادارة الفنادق

**تتمية مقومات الجذب السياحي باستخدام نظم المعلومات
الجغرافية - دراسة تطبيقية في بعض مناطق احوار العراق**

للمدة من ٢٠٠٣-٢٠١٣

أطروحة تقدمت بها

زينب صادق مصطفى

إلى مجلس كلية الادارة والاقتصاد / الجامعة المستنصرية
وهي جزء من متطلبات نيل درجة دكتوراه
فلسفة في علوم السياحة وادارة الفنادق

بإشراف الأستاذ الدكتور

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ABSTRACT

GIS is a way that fundamentally depends on the use of computers in the collection, processing, display and analysis of data related to geographical locations to infer information of great importance in making decisions.

The GIS techniques include normal operations are performed on databases such as query and statistical analysis as well as visualization and geographical analysis of location provided by maps. It is a collection of tools used by qualified individuals to solve the problems of dealing with data and information in the different respects of development hence stems the importance of how to use these tools.

The need for GIS has been evolved in the different fields and specialties such as urban planning, environmental protection, land uses, facilities management, and so on, because of their ability to organize and analyze geographic information. One of these areas is tourism, as the world is moving at a fast pace towards the employment of modern technologies in all details of tourism in both preparation and dissemination of tourism information, arrangement and implementation of tourism programs and qualifying the tourist, or in the design and construction of the hotel facilities and entertainment for tourists.

Tourism constitutes one of the main sources in the global economy and the fact that Iraq has natural and geographic diversity and huge legacy of civilization it should pursue an active policy for tourism development, especially in the southern marshes stretching over vast areas and which represent one of tourist attractions because they contain a diverse world of wildlife and pose with the human factor and complementary ingredients other elements of the Iraqi tourist product.

This product needs a development which is based on putting programs for the use of tourist places, regions and materials, and then developed to be excellent tourist centers that attract tourists. Achievement of tourism development includes all aspects of the spatial patterns of tourist supply and demand, geographical distribution of tourism products, volume and tourist flow, and knowledge of the various impacts of tourism on the region.

The aim of this study was to use GIS and employ it to determine the basis of tourism development for the tourist attractions. This means developing the natural and cultural tourism resources within the available total tourism resources and then determine the most important factors affecting the demand for tourism based on the utilization of these resources by building a model that can be applied to study the size of the demand for tourism in selected areas of the Iraqi Marshes. They are (Hor Om Alneag) in Maysan province, (Hor Abu Zrk) in the province of Dhi Qar and (Marshes Almsaheb and Alsalal) in the province of Basra. During the field visit to these areas and observation of the reality of the situation, as well as through a review of the relevant authorities in each of the Ministry of Water Resources, Environment, Planning and Tourism and Antiquities, and the Council of Dhi Qar and Maysan, the data and maps are collected and processed for building geographic information system private for the study of the area.

Through literature on tourism and the determinants of tourist demand three variables are selected which representing the foundation in the development of the tourism activity in any area where tourism resources are available and these variables are the distance tourism attraction and services available attractions, and through the use of method weighted values, one of the spatial analysis methods in GIS a model of tourism demand was built which determined the importance of each variable in the light of the criteria which have been identified and the validity of this model was tested in the case of the achievement of tourism development in those areas.

The study findings emphasize the importance of the use of geographic information systems in the field of tourism development systems through technology provided and the need for the adoption of these technologies in the travel and tourism offices for identifying of the tourist potential of the marshes and encouraging visiting them, and the need to coordinate work between the concerned authorities for the purpose of developing these areas and make them attraction destination for visitors.