

جمهورية العراق

وزارة التعليم العالي والبحث العلمي

الجامعة المستنصرية

كلية الإدارة والاقتصاد

قسم السياحة وإدارة الفنادق

الدراسات العليا



تأثير القدرات الجوهرية للمنظمات السياحية في نمو الجذب السياحي

دراسة استطلاعية على عينة من فنادق الدرجة الأولى والممتازة في محافظة بغداد

رسالة ماجستير مقدمة إلى مجلس كلية الإدارة والاقتصاد كجزء من متطلبات الحصول
على درجة الماجستير في علوم السياحة وإدارة الفنادق

تقدم بها

محمد عبد الحر علق

بإشراف

أ.م.د. لمياء سلمان عبد علي الزبيدي

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abstract

As is known, the tourism highly vulnerable to environment variables, especially the situation of the political, legal, economic, etc. Therefore it is necessary to prepare the administrative systems capable of dealing with these allergies, As it is Working on taking into consideration the smallest details affecting and consider the subject in a holistic manner to accommodate all the effects , And is a core competence thinking suitable approach for the management of tourism organization Helps the organization to determine the levels of the most important capabilities such as supplier tangible and intangible, as well as the skills and activities which will be integrated specimen to follow the level of performance and how to outdo competitors.

The tourism sector is represented by the various tourism attractions of the most important sectors at different levels, particularly in countries with multiple tourism resources such as Iraq in the case of care, As the less tourist resources investment will return many economic benefits as well as many of the cultural and social benefits, etc , Hotels are one of the most important elements of the tourism industry as a result of the services performed as well as being a contributing factor to the practice of domestic tourism or entertainment as a result many of the services provided by the shelter beside our service, What generates the importance of studying attractions in detail to identify ways to determine the types and characteristics of development and investment .

Through the previous display generates a question about the role of core competencies in the tourism attraction, Correlations and their impact, Which form the

default form for the study which led to the formulation of a number of assumptions about the impact of core competencies in the tourism attractions, And towards the achievement of the objective of the study which flows into the importance.

The study included two aspects: first theoretical reviewed the core competencies and tourism attraction in terms of concept and importance and types etc. Depending on what a number of researchers have previously and Researcher and what he believes. As for the practical side has included the methodology of the study and test relationships between variables mentioned above Finally,the researcher asked a number of conclusions and recommendations which it believes necessary to achieve the goals of the tourism organizations As well as enrich the intellectual heritage in the field of tourism and administrative.