



جمهورية العراق  
وزارة التعليم العالي والبحث العلمي  
الجامعة المستنصرية  
كلية الإدارة والإقتصاد

رأس المال الفكري في ظل إقتصاد المعرفة  
وأثرهما في رسم السياسة الإقتصادية السياحية  
- دراسة تحليلية للقطاع السياحي العراقي -

إطروحة تقدّمت بها  
مها عبدالستار عبدالجبار السامرائي  
إلى مجلس كلية الإدارة والإقتصاد بالجامعة  
المستنصرية وهي جزء  
من متطلبات نيل درجة دكتوراه فلسفة في علوم  
السياحة و إدارة الفنادق

بإشراف  
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بغداد

Abstract

### **( The Intellectual Capital in the light of the knowledge economy and their effect in shaping the economic tourist policy )**

Tourism represent the most important economic and social phenomenon in today's world, it is an area that has seen a growing interest in recent times by developed and developing countries, as one of the resources for the overall development and relying on in driving economic growing interest in growth. The tourism sector is also the fastest economic sectors in terms of steady growth.

The tourism industry is classified with many of it's qualities and it involves many specificities, distinguish it from other industries and make it different from a lot of human activities, being the industry serving millions of people and workers and saving a lot of money and spreading over the entire surface of the globe.

Thus they are dealing with large numbers and different types and forms of information about these Parties, components, elements and entities, whether individuals or groups.

For this, the intellectual capital and knowledge economy are considered of important issues in tourism sector which have the important role in making economic tourism policy, most organizations and specially the private have realized that the intellectual capital is an important elements in the success of modern organizations, which knowledge became the foundation in wealth, innovation and progress.

This study is an expression of contemporary vision to investigate the roll of intellectual capital across it's components ( human, structural, relational and creative ) and knowledge economy through driving forces indicators for integration which is represented by ( information and communication technology, knowledge society, electronic commerce and globalization ) and prove their presence in our tourist organizations in the formulation of economic tourism policy in a sector which is one of the most important and effective economic sectors not at the level of Iraq but at the international level, it is the tourism sector.

Tourism as a form of economic activity is surrounded by a net of various policies and laws that regulate the work in the tourism sector so it took three variables for the formation of the intellectual and philosophical framework of this study namely ( the intellectual capital and knowledge economy and Tourism economic policy ) which arouse several public and private questions, the aim was to build a philosophy of intellectual theory for these variables being of modern subjects in the tourist organizations in Iraq, to determine the variables level of the study and testing the hypotheses, it has been used a number of methods in analyzing and processing of date and information, relying on ready statistical programs to measure the nature of the relationship and influence between the variables of the study ( intellectual capital, knowledge economy, Tourism economic policy ), it adopted the resolution which subjects to a validity and reliability test as a tool to measure and collect data from the study society

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represented by (52) members of the administrative and legislative leaders working in the ministry of tourism and is intended to study these variables in theory and practical application in the field.

In the light of the result, it has been reached to a set of conclusions, the most prominent were:

- 1- The intellectual capital is a basic pillar of economic progress which is depended upon in building and succeeding tourist organizations through the supply of knowledge, creativity, relations between organizations and current and potential guests.
- 2- Co- administrative leadership to give importance to the knowledge economy because of it's main role in dealing with the opportunities and threats faced by the organization and determine it's position in the tourism market and get a sustainable competitive advantage.
- 3- Tourism policy plays an important role in the national economy, one of the direct effects of the closer relations and focus efforts to stimulate tourism and development in Iraq.

The study concluded, the most important set of recommendations:

- 1- Urge the administrative leadership of the ministry of tourism or tourist organizations to pay attention to intellectual capital as a tool and a means to achieve organizational goals.
- 2- Pay attention to knowledge economy system through database that allows the flow of data for knowledge and investment in information technology and the establishment of infrastructure to raise efficiency of tourist work.
- 3- Pay attention to legislate laws and encourage domestic and foreign tourism investment in proportion to the economic and social environment of the state.