



REPORT ON EVALUATION OF THE DOCTORAL THESIS by

Mr. Adell Youniss Ali Ankoa, titled

The impact of tourism marketing on tourism enterprises in Libya

About the Candidate and the Ph.D. thesis

PhD candidate **Adell Youniss Ali Ankoa**, MA, was born on March 10, 1976, in Zentan, Libya, where he has finished primary and secondary school. Mr. Ankoa has received the diploma of the Bachelor of Management at Faculty of Economy, Al Jabaly Al Gharbi University, Libya. After that, he received the master degree in Business Economy at Singidunum University, Belgrade, Serbia, in 2011.

Candidate has one **scientific paper** published in an international journal: *Imperial journal of Interdisciplinary research*, Volume 3, Issue 4, May 2017, pp 1692.1695. The title of the paper is: Impact of tourism marketing on tourist enterprises.

Ph.D. thesis is consisting of 161 pages (abstract and content – 5 pages, introduction – 5 pages, 138 pages and references - 13 pages). References are consisting of 200 books and papers published in journals.

The result of a **test** by Ithenticate plagiarism detection software is 9% (not a single source has more than 1% of plagiarism) which is acceptable.

1. Aims and Objectives

1.1. Aims of the research

The problem of the study is related to awareness of the managers of travel and tourism companies, especially in Libya, of the importance of e-commerce and its use as a tool for change within the marketing operations, as well as to ability of the managers to adopt adequate strategies regarding to e-commerce in order to apply it in marketing activities on a global scale, while at the same time meeting and satisfying the ever-changing needs of customers and thus, increasing the value of offered service.

The subject can be expressed through the following questions:

- a) Whether the use of electronic commerce will lead to increased market share and geographic expansion in tourism and travel service market?
- b) Can implementation of electronic commerce affect development of tourism and travel services?
- c) Does the application of electronic commerce affects the increase of tourism and travel costs of provided services?
- d) Does the application of e-commerce leads to the lack of the distribution channels provided to customers in terms of reducing dealing with intermediaries (tour operators) and to provide service directly through the company's website or in the similar manner?

1.2. Research objectives

The main research objectives of the thesis are summarized as follows:

- Clarify the concept of e-commerce and the importance of e-commerce as a tool for change and the determine the impact caused by the application of this approach technology within the operations of the travel and tourism companies, especially in Libya
- Study the extent of benefits of travel services market in Libya from the application of e-commerce as a tool for change in increasing in market share, geographic expansion in the service market and the development of the service provided to clients.
- Access to results help to propose appropriate recommendations for businessmen and decision-makers to understand the role they can contribute to the global information network to facilitate business development and transition from traditional commerce to electronic commerce as a tool to change in order to compete in tourism and travel

1.3. Study Hypotheses

E-commerce, has significant contribution to the success of marketing activities. This general hypothesis is connected with questions analysed in the thesis related to examine the influence of e-commerce, as a part of marketing activities, approach of use of marketing mix instrments.

2. Methodology:

Research methods were selected in order to be adapted to the objectives of the research. The paper is based on a combination of theoretical analysis (literature review) and empirical analysis (surveys, interviews). Three methods of research were used:

Analysis and synthesis,

Comparative analysis,

Case study

Method of analysis and synthesis as the main methodological tool used throughout the paper to define terms - measurement of quantitative and qualitative variables, primary and secondary data on customers and segmentation techniques.

Method of comparative analysis is used in order to compare the results of different statistical concepts of collecting and classifying data. This method covers comparison measurement

scale that can lead to different conclusions and compare the advantages and disadvantages of secondary and primary data.

Case study method aims to enrich the work of practical examples from existing customer research (one case study is used in the research).

3. Thesis Description:

The whole thesis consists of introduction and four chapters:

INTRODUCTION – presents the general layout of the study and includes introduction, research problem, aim, hypothesis, research approach, data collection sources, study limitations and the expected contribution of the current study.

CHAPTER ONE - THE ROLE OF TOURISM IN ECONOMIC AND SOCIAL DEVELOPMENT – deals with tourism and economy development, tourism and social development and economic importance of tourism

CHAPTER TWO - THE IMPACT OF TOURISM ON LIBYAN TOURIST ENTERPRISES is devoted to the concept of tourism economy, types of tourism, the tourism development, benefits and disadvantages of tourism, tourism as economic activity in development, and to impact of tourism marketing on operations of Libyan tourist enterprises as well as to effect of prices on tourism market and to tourism investment in Libya.

CHAPTER THREE - THE IMPACT OF PROMOTIONAL MIX ON THE PROGRESS OF TOURISM SECTOR IN LIBYA, is devoted to marketing mix instruments with the analysis of the level of tourism development in Libya.

CHAPTER FOUR - THE IMPACT OF E-COMMERCE IN DEVELOPMENT OF TOURISM SECTOR IN LIBYA, where the main is the research done through a survey oriented to travel agent's representatives in order to obtain their attitude toward e-commerce and e-marketing.

In concluding chapter, findings, conclusions, and recommendations are presented. The most important results of the research are:

1. All travel agents under study are related to the Internet and they all have their own website and they sell the products through their websites.
2. There are significant differences between the use of e-commerce and the ability to increase market share and the ability to expand geographically in the domestic and international markets relationship.
3. There is a relationship between the use of e-commerce and the ability to develop tourism and travel services.
4. There is a relationship between the use of e-commerce and the travel and tourism service price.
5. There is a relationship between the use of electronic commerce and the speed of access for the travel and tourism service.

6. There is a relationship between the use of electronic commerce and the time and effort used to get the travel and tourism service.
7. There is a relationship between the use of e-commerce and the ability of travel agents to step up promotional campaigns to serve the travel and tourism
8. There is a relationship between the use of e-commerce and the method of paying the travel and tourism value of the service.

Based on the results of the thesis, the most important results of the study are connected with recommendations for Libyan tourism industry and authorities:

1. Identify responsible authorities in order to deal with environmental protection and development of resources by establishing coordination between the Ministry of Tourism and the Ministry of Environment.
2. Developing small craft industries containing historical and environmental heritage, directly associated with the tourism industry
3. Support the infrastructure and completion of the institutional structure - and the legislative and enforcement of laws governing tourism.
4. Revive tourism promotion and organization, as well as publishing of tourist brochures, magazines, movies, guides, maps, as well as establish a Tourism Promotion Board
5. The Ministry of Tourism is to identify and assign investment opportunities in order to support tourism and stimulate and activate the role of the private sector for the purpose of attracting the capital and profitable opportunities, thus maximizing both financial and economic incentives in relation to tourism investments and development of administrative facilities.
6. Speed up the introduction of amendments to the tourism organization to become an organization in the frame of the Ministry of Tourism and Antiquities, as well as the departments and entities affiliated to the provinces or territories
7. Allocate necessary financial resources in order to initiate the advancement of tourism in the development plans and programs and development through comprehensive survey on the tourism potentials, and also to ensure the participation of national and foreign experience in this regard
8. Improving the tourism services especially systems and means of internal and external roads and transport communication and this requires an active and influential role of the State.
9. Activation of tourism activities and the preparation of programs and coordination with local and international tourism agencies and the adoption of promotion and advertising as one of the most important elements of the marketing mix.
10. Support festivals and cultural manifestations in tourist attractions areas and in coordination with the authorities and relevant departments, both at local or international level.
11. Tourism training regarded as an essential necessary element of tourism development that requires the expansion of tourism and hold training centers to raise the level of tourism services.
12. Working to spread awareness among citizens about the importance of tourism and using tourism media as one of the major sources, as well as working to improve the image of country to foreigners through a comprehensive awareness campaign

4. Conclusion

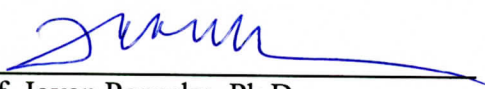
We assess that the candidate **AdellYouniss Ali Ankoa** has chosen a PhD research thesis entitled **The impact of tourism marketing on tourism enterprises in Libya**

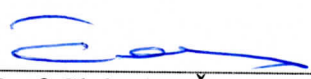
The literature review and selection of references are well carried out. The review shows breadth and depth and is well linked to the purpose of the study. The main concepts are well defined. The method chosen is relevant for the current trends in Libyan tourism industry. The application of the method is clearly presented. We believe that the candidate performed independent research on the topic. The conclusions presented are structured, logical and justified in relation to the frame of reference of the study. The thesis consists of all necessary elements. The writing is in most part correct and concise.

Therefore, we propose to the Department for Postgraduate Studies of the Singidunum University to accept the doctoral thesis of the candidate **AdellYouniss Ali Ankoa**, titled **The impact of tourism marketing on tourism enterprises in Libya** and to approve public presentation of the thesis.

Belgrade, June 23rd, 2017

The Board of Examiners


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