Impact of Tourism Marketing on Operations of Libyan Tourist Enterprises

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Impact of Tourism Marketing on Operations of Libyan Tourist Enterprises

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Abstract

Modern tourism is regarded to be one of crucial economic and social sectors in the world, being an important and distinguished element of development of countries. Ministries of tourism, newly founded universities, colleges and institutes in the field of tourism and hospitality have emphasized the ongoing importance of tourism as an industry and trade. Also, media attention and increased scientific studies on this field have placed tourism in the focus of contemporary world. E-commerce is one of the top-notch methods applied in organizations nowadays, especially in relation to rapid technological developments. Modern organizations are required to implement all the latest technologies in order to achieve efficient performance.

This study identifies the impact of e-commerce in all important, active and attractive sectors in Libya, especially travel and tourism sectors. The study is based on seven hypotheses and it deals with the effects of electronic commerce on travel agents and travel companies in terms of development of services, increased market share, accessibility of service, time efficiency, productivity and cost-effectiveness. The study includes both independent and fixed factors.

Key words: Tourism, importance of tourism sector, e-commerce, impact of e-commerce in tourism.

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INTRODUCTION

Libya is one of the rich countries manifestations of natural beauty, it mediates the Mediterranean basin and is available in beauty and diversity of the picturesque nature between the beaches and deserts, mountains and plains enjoy a mild climate and geographical location in the center of the ancient world. Libya also combines the civilizations of the nations that passed out from the Phoenicians to the Greeks, Romans have passed through Libya and we still discover every day new archaeological sites in the country.

Libyan environment still not exploited and that may increase in tourist and commercial value and therefore can be constructed and developed on modern bases through the preparation of cadres and prepare of new modern infrastructure. If we use it in a rational way that will contribute to the development of cultural and economic environment and open up many new job opportunities for young people in service sectors, tourism, hotels and historical science.

Some people may think that the current security tensions could alienate tourists visit Libya, but many of the hot spots in the world have turned after graduating from the problems to significant tourist destinations, such as Vietnam and Croatia. Libya as well as could have to play the same role, because during the events of the revolution, different types of media showed many people in the world various regions with pictures and created worldwide interest around.

Such an economic investment activity of tourism in new Libya, must rely on the private sector fully, especially the youth, by encouraging small and medium investment projects, in the fields of tourism offices, small and medium hotels, restaurants and tourism companies services, and expansion of colleges and institutes of tourism and advertising and promotion of tourism and encourage students to join it.

The study is based on seven hypotheses and detailed presentation of the effects of electronic commerce applied by travel agents and travel companies in terms of development of services, increased market share, accessibility of service, time effectiveness, productivity, cost-effectiveness, increased performance.

The study includes both independent and fixed factors.

Electronic Trade is seen as an independent factor and the development of the service, market share, time effectiveness, productivity, accessibility of services, promotion of services, cost-effectiveness, and distribution service of all subsidiary factors. In the end, the study's findings reveal a strong impact of electronic commerce on efficient performance of companies and travel agents in terms of rapid development of offered services, productivity, efficiency, promotion of services, increased market share of the involved organizations. Finally, this

research offers specific recommendations regarding the implementation of e-commerce in organizations in order to achieve wanted changes leading to improved efficiency.

The importance of study

Electronic Commerce (hereinafter referred to as E-Commerce) is regarded to be one of the crucial elements used by a great number of sectors. It has been confirmed that the sectors are able to accomplish fundamental changes in relation to business management and work efficiency by meeting the required policies and applying adequate procedures that differ from traditional ones. E-Commerce also contributes to reducing the distance between producers and consumers in an environment without geography boundaries, as it is in traditional business, and it also enables a more efficient and smooth flow of information on a large global scale.

On global level, tourism is one of the most suitable fields for implementing e-commerce. Therefore, when tourism is included in the World Wide Web Internet, it is called electronic-tourism (or E-Tourism). Tourism sector includes many companies related to this sector, such as (hotels, airlines, tour operators, travel agents, the tourists themselves)

In addition to these operating companies within this sector, there are also travel and tourism offices, being the most progressing ones in the field of e-commerce, along with the tourism sector, because the Internet technology has become an essential part of the structure of the industry. However, future success depends on the ability of these companies to identify target markets and strategic opportunities available to the survival, growth and proper application of available technology. Also, the mere presence of the web site does not mean success, but it is a preliminary step necessary to enter the world of e-commerce on the Internet where if the management information is properly operating, the technology can help these companies to increase market share, enter new markets and develop and upgrade their services in order to compete with other organizations in attracting customers, reducing costs and price, better promotion, and optimizing technology, material and human potential.

Tourism is significant for both global economy and local Libyan economy tourism, because the vital role played by tourism in the local economy mainly depends on the existence of such facilities and tourism services, being the reason for the disparity in the tourism market in terms of competitiveness on the tourist attraction. Therefore, it is necessary to calculate potential profit that the companies can make using e-commerce applications as a tool for change, and also to reveal the effects e-commerce and travel agents services market, and the achieved success of these companies in the promotion and development of services in order to upgrade them and achieve economic prosperity. Global trends are currently focused on business performance

through the World Wide Web (Internet) as a successful change tool applied to achieve the required goals of working organizations in this field.

The subject of study

Current trends in business performance are realized through global Internet network. It specifically implies the field of travel and tourism companies throughout the world, where these companies have been rapidly developed in e-commerce sector, along with tourism sector that is also among the most suitable sectors of the economy for adopting electronic applications trade. But when the researcher conducted an exploratory study on the travel and tourism companies in Libya, it was revealed that booking and payment ratio through the website of these companies is almost *25%* of the service sales provided by these companies, and yet these companies use e-commerce through the company's site on the World Wide Web (Internet) in the marketing and booking and selling directly to customers, but there is still dealing with the mediators from the tour operators in the market and sell the service to customers.

The most important justification for the study is lack of studies on the impact of using electronic commerce as a tool for development of tourism in Libya.

The problem of the study deals with awareness of administrative leaders in the travel and tourism companies of the importance of e-commerce and its use as a tool for change within the operations of these companies, as well as with how keen the administration is to adopt adequate strategies regarding to c-commerce in order to apply it in marketing, promotion and sale of its products (miscellaneous services they provide to their customers) on a global scale, while at the same 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:

1. Whether the use of electronic commerce as a change tool will lead to increased market share and geographic expansion in tourism and travel service market?
2. Can implementation of electronic commerce as a change tool affect development of tourism and travel service to customers?
3. Does the application electronic commerce affect the increase of tourism and travel costs of provided services?
4. Does the application of e-commerce lead to the lack of the distribution channels to serve the travel and tourism provided to customers in terms of reducing dealing with intermediaries (tour operators) and to provide service directly through the company's website?

Objectives of the study

This study aims to:

1. Clarify the concept of e-commerce and the statement of the importance of e-commerce as a tool for change and to direct interest in it and the determining the impact caused by the application of this technology within the operations of the travel and tourism companies, and the concept of services in general and the services offered by travel companies and e-commerce,

2. Study the extent of benefits of travel agents and 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 and their impact oil the costs of services and the hotel deal with brokers.

3. 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 market.

Hypothesis used in research

Direct hypotheses are aimed at to answering the questions that have been raised earlier for the purpose of examining their accuracy, including:

1- There are evident differences between using electronic commerce, for the purpose of changing the relationship in travel agents companies, and increase in market share and geographic expansion in the tourism and travel service market.

2- There are significant differences between using electronic commerce, in order to perform changes in travel and tourism companies, and developments of the service.

3- There are obvious differences between using electronic commerce, in order to perform changes in travel and tourism companies, and the price of services provided to customers.

4- There are significant differences between using electronic commerce, for the purpose of achieving required changes in travel and tourism companies, and accesses for the service speed.

5- There are significant differences between the use of electronic commerce, in order to perform changes in travel and tourism companies, and between time efficiency and productivity.

6- There are significant differences between the use of electronic commerce, aimed at changing performance in travel and tourism companies, and travel and tourism promotion.

7- There are evident statistical differences between the use of electronic commerce, for the purpose of performing changes in travel and tourism companies, and the payment methods in tourism and travel.

Research methods

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). We used three methods of research such as:

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).

CHAPTER I THE ROLE OF TOURISM IN ECONOMIC AND SOCIAL DEVELOPMENT

1.1. Tourism and economy development

Tourism usually stand out in developed countries as a key tributary to economic development, hence the numerous investments in the sector of tourism, as is the case with Italy, Spain, Greece, Mexico, Egypt, Turkey and other countries that have achieved substantial progress in this field.

The key elements that represent the role of tourism in economic development[1]:

1. A great number of countries depend on tourism, since it is a vital source of national income. The following countries are known for large annual revenues from tourism sector: United States, Spain, Italy, Greece, Austria, Switzerland, France, England, Turkey, etc. The income from tourism contributes a lot to the economics of tourism nations, because it increases the balance of payments and it is also a crucial employment opportunity for the citizens, thus affecting their living standards and social development. For these reasons tourism and economic development are mutually intertwined. Tourism is seen as one of the key elements of economy of tourist countries. It is focused on the international organizations like the World Bank and UNESCO, which regard tourism as a vital factor able to bridge the gap between cultures.

2. Travel and tourism industry led to the opening of more than a million job positions a month, throughout the world in 1970s. Lately, employment has doubled due to travel and tourism industry worldwide".[2]

3. Tourism is regarded to be a significant source of acquisition of foreign currency- tourists spending on goods and services of these currencies. It is obvious that hard currencies, especially in developing countries such as Egypt, Morocco and Tunisia, enable the country to import goods and services, thus supporting local currency, which reduces inflation and costs of living.

4. Modern technologies are rapidly spreading in all parts of tourism, including the preparation and broadcasting of tourism information, arranging and applying tourism

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1Gulab Ehsan Dahsh, *Compatibility between adaptation and practices of strategic leadership strategy,* University of Mustansiriya, Bagdad, 2014, p.92

2"WTTC\ World Council of Travel and Tourism 1977.

programs, preparing and educating tourist staff and designing and construction of entertainment and recreational facilities for tourists

1.1.1. Tourism and Sustainable Development

Sustainable development is management of renewable resources within social and economic development, viable to continue without affecting the quality of natural resources used in human activities.

The sector of tourism is one of active economy sectors that contribute to both economic and social growth of a country.

There is a great number of countries, especially those aiming to achieve sustainable development, that strive to develop and revitalize the sector of tourism in order to develop all potentials enabling economic and social development. However, tourism regulations are not based on economic and technological aspects only, since special attention is to be paid to ecology and environmental protection as well as to the needs of local population in general. In 1997, the World Tourism Organization held a conference of Tourism Ministers of the Asia-Pacific on tourism and environmental impact. The conference focused on technical issues related to sustainable tourism and principles of sustainability on global level. The conclusion was that urgent actions aimed at protecting environment in tourist regions are required.[3]

Tourism as a motivator for sustainable development is an important economic requirement to stimulate investment in environmental, natural and cultural places of interest, and the awareness of tourism development significance and its efficient management is one of the objectives of World Tourism Organization's.

The principles of management point out economic, social, cultural and environmental elements of tourism sector as a vital resource of the growing income, which is one of the fundamental prerequisite of sustainable development of countries.

In order to continue the impact of sector of tourism on increased income, the following rules are to be obeyed:[4]

- ✓ Better living standards of the local society.

1- Provide protection for tourism and environmental areas of the country.

3.Salih M , "Sustainable Economic Development and the Environment", *international Journal of Social Economics,* (30) 1/2, 2003, pp. 153-162

4.Ibid, page, 164

2- Preserve cultural heritage of local community and it's the values, traditions and customs that contribute to the understanding of cultural relations and tolerance.

3- Focus on long-term tourism objectives and economic benefits; enable adequate distribution to all contributing to prosperity, including the provision of employment opportunities to improve per capita income and the fight against poverty

4- Development of tourism as a continuous source of income implies consolidation of tourism concepts and government and community awareness.

5- Enabling the development of the sector of tourism represents an ongoing process that requires adequate supervision and efficient management performed by qualified tourism staff.

6- Provide tourists and visitors with high quality information and expertise.

1.1.2. Tourism development

Tourism development includes a great variety of programs and plans for the purpose of realizing permanent increase and balance in tourism recourses as well as efficient productivity. Also, it is a rather complex process containing a few interrelated and intertwined elements based on scientific and practical attempt to reach optimal exploitation of tourist production elements in order to connect them with the elements of environment and development of human resources within development programs.[5]

Tourism development implies development and beautification of the regions suitable for tourism development. It is realized through the provision of basic public and inpatient premises, services, recreation, and construction works related to site assortment with the continued environmental protection and ecological awareness of tourist area elements, as well as tourism projects management and environmental impact control.

Tourism development is expressed by development of tourism elements, in their cultural and natural aspects as well as by development of natural and cultural tourism resources.

A significant role in tourism development is given to geography, since choosing adequate sites for tourism projects must be taken into consideration in terms of the greatest yield at the lowest cost.

Tourism development is also significant for the society itself, since it enhances employment opportunities and raises the living standards of the entire community.

5.Obeidi Zahra Haleem, *The Role of Tourism Development* University of Basra, 2013, p.85.

Each country of the world possesses a certain level of tourism potential that enables increased national income and improved balance of payments.

Tourism development enables tourism needs to be integrated for all tourists from various levels within the framework of effective regulation in an environment, considering the local population's interests.

Tourism development is an inevitable part of sustainable economic development, which represents a higher goal to be achieved.

1.1.3. New concepts of tourism development

New concepts are based on a number of essential elements[6]:

1- Adequate scientific plan

2- Optimal use of natural and human resources

3- Environmental awareness, preservation and protection, against devastation and pollution.

- ✓ Fulfilling environmental conditions for every project.

In order to make tourism development environmentally friendly, the following is required:

1- Each tourist project should recognize and evaluate environmental impact (both positive and negative aspects)

2- Find solutions for promotion and environmental protection

3- Mode related designs to environment that are authentic

4- Focus on cost advantage; the company should be responsible forecasting in the following way that the company will be responsible for[7]:

1. Implementation of all the core center tourism projects and center's premises.
2. Management and maintenance of its projects
3. Employment and training for benefits of all projects
4. External marketing communication and marketing of tourist services.

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6. Isher Abdul Khaliq: *"Principles of tourism"*, Modern Loyalty presses, Amman, 2011, p 237.
7. Wall, G ,, *"Marketing Tourism Destinations: A Strategic Planning Approach"*, John Wiley & Sons, New York, 1992, p 173

However, in order to realize economic and social goals in the field of tourism development, the following should be carried out:[8]

1- New centers of civilization are to be made

2- Urban space should be extended.

3- Availability of adequate job opportunities and reduction of unemployment

4- Prevent the appearance of investors who are not serious in dealing with tourist issues.

5- Enable the necessary balance between tourism housing and hotel housing in order to stimulate internal tourism as well as external one.

Center (tourist complex)

The tourist center operates on the basis of sustainable development concepts and the ongoing environmental awareness and protection of natural resources, for the purpose of efficient use of integrated tourism offers in terms of

- ✓ activities:
- ✓ tourism, culture
- ✓ business,
- ✓ housing workers and the services in the integrated and functionally urban area.

1.1.4. The most important development axes for achieving tourism development are[9]:

- ✓ Enhance the quality of tourism services.
- ✓ Establish cooperation between all state institutions so as to develop and upgrade tourist activities and enable both direct and indirect relationship within state institutions; focus on the effects of different state institutions on tourism; point out basic elements of service providers and destinations supervision.
- ✓ Raise the level of productivity and efficiency of human factors [10]

1. Education: one should primarily focus on the areas of study in order to achieve the planned objectives of the educational process in schools, hotels and

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8. Alobaidi Mohammed Ibrahim, "*Marketing Strategy - behavioral entrance*", Dar Wael for publication. Amman, 1[illegible]5, p 107

9.Bull, A .," The *Economies of Travel art d Tourism*", Pitman, Cheshire-UK, 199 L P. 74.

10.Bakri. Yasser Thamer, *"Marketing knowledge management adoption of strategic relationship with the customer"* the fourth annual scientific conference of the league, the University of 2 ay tuna - Jordan, (2004), p i 8.

institutes dealing with tourism; the state is to provide support for specialized scientific institutions in the field of tourism and hospitality

2. Training: The current and future tourism and hotel training objectives have to be identified in relation to current needs of the entire tourism sector; adequate training are to be regularly offered and organized including the implementation of the latest academic programs

3. Raise awareness within local community

4. Adequate use of enormous potentials offered by global information network (Internet) in order to increase tourism and hotel investment growth rate

1.1.5. Obstacles in the process of tourism development

Tourism development comes across numerous obstacles preventing both economic and social development. Some of them are[11]:

1. Obstacles in tourism planning

It usually happens when there is a lack of useful information and tourism statistics. Available information and data on tourist areas are considered to be graphic attractions. Statistical systems in certain countries, especially Arab ones, are characterized by inclusiveness, being not limited to special classification of tourists by nationality at the numbers, and the number of tourists, divided into months of the year and the number of tourist nights. The downside of this system is the lack of a lot of necessary information for researchers and planners in the field of tourism, such as[12]:

- ✓ Tourist distribution depending on the access to the country (by land, sea or air
- ✓ Purpose of visit
- ✓ Tourist's accommodation (cities - resorts - hotels - tourist villages - youth hostels - apartments).
- ✓ Places to visit – sight seeing
- ✓ Classification in accordance with tourists' age, sex and country of arrival.
- ✓ Classification in accordance with nationality and duration.

11.Bashir Abbas, and Abdali, Qahtau, *"Marketing Strategies" Dar* Zabran Publishing and Distribution, Amman, Jordan, 1999, p.259.

12.Oliver, David, "Customer Satisfaction do Matter", *Journal of Database Marketing,* Vol.5. No 4 2002.

✓ Impressions provided by tourists

This valuable and useful information enable planners to focus on the expansion of hotels belonging to a certain category and improve the performance of their services. Also, it helps in the development and support of transportation from outside the country to the existing tourist destinations within the country.

2. Misdirected investments in the tourism sector:

It is evident that some of the national and foreign tourism investment companies direct their investments in specific that tourists do not need or want, such as clubs and nightlife entertainment.

3. Ineffectiveness of tourism marketing[13]:

Tourism marketing is important for selling a tourism product. It is necessary for the products that rely on satisfaction of consumers. Successful marketing is the one who raises the consumers' desire in terms that it generates conviction that the announced product of tourism is the best available in the global tourism market and meets the required desires.

However, the State can possess numerous significant tourism resources, e.g. Iraq, Egypt. Yemen, Syria and Libya. Yet, they have to deal with the problem of default in the marketing internally and externally. That is - the minimum efforts and marketing activities required to activate tourism movement are not yet available in the mentioned countries.[14]

4. Inflation

One of the factors affecting tourism of a country is the ever increasing prices of goods and services. The Arab country deal with such rise in the annual rate of inflation, due to several reasons - low productivity and a lack of supply.

14.Khudairi, Mohsen Ahmed " *marketing as an integrated economy*" Madbouly library, Cairo, 1989, p .29
14.Roberts, J., *"Market for the Hospitality Industry"*, Hodder and Stoughton Press. London J 993, p.49.

5. Low level of auxiliary tourism services:

In spite of relative improvements of roads and telecommunications, the countries concerned with tourism in the Third World still suffer from poor communication services, as well as other problems regarding sanitation, water and electricity networks, lighting and transportation routes linking sites and various tourism locations.

6. Political stability and social security:

Although tourism and economy experts recognized that tourism countries should enjoy a high degree of security and political stability, many countries are still suffering from a lack of security and political stability due to the weakness of the law, deteriorating economy, widespread unemployment and rampant crime and corruption, e.g. Egypt, Tunisia and Libya.

1.2. Tourism and social development

Tourism contributes to the development of the community which means focusing on tourism sector by improving the level of tourism and hotel services transportation, as well providing training programs and using properly integrated scientific planning. In addition, continual prosperity of tourism reduces numerous problems, such as unemployment, economic stagnation and re-distribution of population.[15]

As for domestic tourism, more attention is to be paid to the health aspect of society and solving the problem of environmental pollution. All kinds of tourism include social, aesthetic, physical and health dimensions,[16] which are to be taken into consideration in tourism development.

Tourism is sign fact for human society and assertion of human rights - leisure time, the freedom to travel, the right to work for a positive correlation of production and development process. It leads to harmony between the community and tourism projects through the selection of tourist patterns that correspond to the nature of the circumstances of the country that are not inconsistent with the values and customs of the society. [17]

16.Zaki Khalil, *"Marketing in the overall concept of tourism* "overpriced and revised edition, Amman. 2014, p. 136
17.Ali Hadjiedj, Economic Activities *Social and Urban Planning Problems Alnashr Aljadid,* Algiers. 1994. p 14
18.Kassem, F , *"Marketing of Tourism: An Investigation of the Application of Marketing Concepts and Practices in Promoting Egypt as a Tourist Destination in Britain and Ireland",* PhD Thesis Submitted to Strathclyde University, Glasgow,2013, p 246.

Tourism contributes to the community by providing services included in tourism projects, paving roads and beautifying areas such as accommodation parks and playgrounds.

Tourism could be seen as a tool used for establishing and keeping the sense of belonging and development of national consciousness and national pride. It contributes to human personality and community cohesion.

Tourism awareness is a key factor needed to raise social awareness, which is realized through visits and excursions enabling development of tourism awareness among members of society, causing them to identify the value of their surroundings.

The economic boom originates from development of tourism activity and it contributes to upgrading of the community itself. People are focused on behavioral and cultural values such as good hospitality and good treatment of others.[18]

Tourism development promotes social development in the booming tourist areas. It is necessary to point out that tourism is the key stimulus for economic and social development. As a human activity and social phenomenon, it prevails various communities and affects them positively and negatively.

Tourism has lately become a vital source of change and class transformation. According to some authors, tourism is a method of developing a civilized culture among different peoples and communities, because the countries dealing with tourism acquire different cultural skills and experiences of tourists coming to countries, e.g. language.[19]

Tourism leads to social development among the members of the community in the receiving countries for tourists as a result of direct contact between tourists and among members of society, both in accommodation such as hotels and other or in restaurants, shops, and during the curfew, and takes this evolution different forms, such as the acquisition of members of the community to the habits and sound values of tourists such as respect law and order and etiquette.

Domestic tourism supports the national fabric of society direct friction between the members of local communities, and leads to family cohesion as a basic social unit of society and is working to strengthen the unity of the national territory. The General Assembly of World Tourism Organization has adopted during its thirteenth forum, which was held in Santiago, capital of Chile, a set of ethical principles for tourism. In turn, governments, institutions and tourism companies that participated in the Third International Tourism Organization forum for parliament and local authorities have embraced these principles.

19Mathieson A & Wall, G, *"Tourism Economics: Physical and Social Impacts"*^ Longman. London, 1982, p.29.

1.3. The main points of the ethical principles of tourism[20]

Tourism's contribution to the achievement of mutual understanding and respect between peoples and societies.

Tourism is the way to achieve individual and collective achievements.

Tourism is element of development.

Tourism uses the cultural inheritance of humanity and contributes to its development.

Tourism wholesome and beneficial activity for host countries and communities.

Tourism encourages investment to tourism development.

Tourism strengthens the sense of the right to freedom of tourism and tourist movements.

Tourism promotes preservation of workers' rights in the tourism sector.

1.3.1. Tourism development strategies

It can be said that there is no one strategy for tourism development that can be adopted in all countries, but there are strategies based on sound scientific basis and adequate objectivity and tourist experience that we can choose the best ones that is adoptable to the geographical, climatic, environmental, social, economic and financial circumstances of the of tourism's purpose and in line with the available external and internal tourism demand.

Despite the emergence of many criticisms of tourism as a productive sector, both in economic terms, social or environmental, the judgment on the validity of these criticisms seriously depends on the model that can be adopted or strategy that can be selected for tourism development, because in that way we can avoid the risks and costs of rapid development pace which is not subject to great deal of planned control.

Since tourism is directly and indirectly connected with productivity and service sectors for many sectors of the national economy such as agriculture, industry, banks and construction, insurance, media and others, and for being based activity on the humanitarian services to a large extent, so it leads to an increase in employment opportunities within the country better than other activities or industries, and the importance of this aspect increases in times of economic crisis, in particular, whether in developing or developed countries.[21]

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[20]Abu Rahma and others, *"Marketing of tourism services"*, Almatbaa Alasrijah, Amman, Jordan, 2001, p.107.

[21]Bashir Abbas Al-Tai, Hamid Abdul Nabi, "Marketing Services - a strategic entrance, functional, practical "DarNur for publishing, Amman, Jordan,1999, p.195.

Many tourism researchers and international experts believe that a lot of quantitative and qualitative variables resulted from economic and social problems have dominated the tourist offer during the nineties of the last century, which led to the emergence of new types of tourism demand and the emergence of unprecedented technology.

Change in tourism demand includes the emergence of new types of tourist offers in response to economic, political and social changes, and as a result of increased competition between the tourist destination countries, which requires more attention to improve the quality of better tourism services. On the other hand, the direction will happen towards more integration between the components of the tourist offer in the contiguous states that present united geographical areas which is a response to the international demand of tourism and the inclusion of more than one state at a tourist trip.[22]

Tourism has positively contributed to the economies of many countries and has become an important factor in economic development as a result of the magnitude of the revenue and flexibility and uses those proceeds in many sectors of the national economy.[23]

In the eighties of the last century tourism distinctively contributed to local development in terms of land use and by following the local development strategies, including the protection of natural, social and cultural resources and work to increase the activity of the social and cultural interactions and raise the level of local management of tourist resources.[24]

The economic and human prosperity is the main objective of all efforts aimed at development and prosperity not only to raise the standard of living in developing regions, but it also includes the promotion of humanitarian values that will help to achieve development. Hence the apparent fact that tourism achieves a great humanitarian message along with the economic goal.[25]

In a period of 10 years, especially from 1990 to 2010, some Arabic and Muslim countries such as Egypt, Algeria, Jordan, Libya, Lebanon, Morocco, Syria, Palestine, Turkey and Tunisia, have managed to earn the highest income of global tourism growth. These countries have many problems in terms of security problems and unrest price fluctuation of oil and gas, political and economic instability in the region but the economic impact of tourism in these countries is surprising.

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[22]Taie, Hamid Abdul Nabi: "*Tourism and hotel marketing*," Al-Mustan Syria University, College of Management and Economics, Bagdad, 2014, p.58.
[23] Abu Fara Yusuf Ahmed, *"The marketing audit*," Hebron University, Oman, 2001, p.215.
[24]Mintzberg, Henry & Quinn, James, Strategy Process Third. ed., Prentice-Hall Inc., New York, 1996, p.81.
[25]Usunier, C., "*International and Cross-Cultural Management Research*", Sage Publications, London, 1998, p.174.

Many political, financial and economic crises did not have a great influence on this growth, and it assured the flexibility of tourism in these countries and the great resource of this sector.

The political changes in 2011 have negative effect on this sector but there is hope that after that abrupt belt this trend will be better after 2016.[26]

There are many different definitions for tourism but the definition of the World Tourism Organization of the United Nations (UNWTO) says that tourism is the sum of industries, such as accommodation, transport, construction, infrastructure, food and beverage services, entertainment, recreation, travel agencies, tour operators as well as craft activities, culture and heritage, etc.[27]

The future tourism of these countries will be greatly affected by capital investment, especially in terms of transport and information and communication technologies (ICT). The investment degree can be presented in the number of beds in hotels and other projects in that area. The degree of investments should be further increased in order to ensure a competitive and sustainable development of tourism sector. Indicators reveal that these countries are placed rather low on the international level regarding all sub- indices related to tourism - this includes, business surroundings, human, and the other resources in tourism sector.

Tourism authorities are supposed to modify their marketing strategies. The prevailing role of operators in tourism should be finished, because they like to promote mass seaside accommodation. The tourism in this region was dominated in the last 20 years by growth in the northern edge of the Mediterranean. There are three main areas in need of attention of strategy makers.[28]

The first one - the Mediterranean tourism has been changing and strategies are supposed to facilitate the policies aimed at restricting travel, since foreign direct investment in tourism is discouraged, as well as the integration of these countries with European countries and other countries in the world. The Mediterranean market should surpass the intercontinental prospect, especially the European outward market. It means that the focus should be on local and inter-regional (international, primarily the Arab countries as well as the emerging ones) tourism, considering its rather promising prospects. Tourism industry investments, along with the ongoing

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[26] Abbasi, J., *"Information and Communications Technology in the Middle East*, Amman Publishing House, Amman. 2011, p 152

[27] UNWTO, Handbook on Tourism Forecasting Methodologies Madrid, 2GGS.

28.Abbasi, J , *"Information and Communications Technology in the Middle East*. Amman Publishing House, Amman, 201I, p 155.

democratic processes in the southern area of the Mediterranean, are supposed to present the mentioned trends.

The second one - optimal implementation of information technologies in the mentioned Arab tourism countries may provide more sharing opportunities of profit that they gain from tourism between the different participants in the tourism sector, particularly if the small and medium companies adjust information technology services, after comprehensive instruction. One of the major reasons why these countries are low range of the Competiveness Index Reports is the gap of sophisticated knowledge about information technology.

Third, we must develop a superb range of new services and products, such as medical, religious, marine, cultural tourism, which leads to refreshed brand identity as a homogeneous sun, sand and Mediterranean destinations. Arab tourism countries should focus more on products and services that are not harmful for the values, tradition and customs of their own. This change in perception that is especially useful for small and medium-sized companies (more job opportunities) will benefit from the support provided by local authorities, especially in faraway regions. Safety and adaptation to climate control and external changes are the main factors that exert strong influence on tourism development. Unstable political and economic situation has been fatal for international tourists in the last two years, especially in Egypt, Libya and Tunis. However, what is happening now is leading toward democracy, which has positive effects on tourism development.

1.4. Economic significance of tourism

In the past the tourism was regarded to be a recreational activity that brings neither economic, cultural nor social values.

In a period of 10 years in particular from 1990 to 2010, some Arabic and Muslim countries such as: Algeria, Egypt, Jordan, Lebanon, Libya, Morocco, Palestine, Syria, Tunisia and Turkey, have achieved the highest income of the global tourism growth rate. Besides, these countries have many problems in terms of security problems and unrest, price fluctuation of oil and gas, political and economic instability in the region but the economic impact of tourism in these countries is surprising.

Many political, financial and economic crises did not have a great influence on this growth, and it assured the flexibility of tourism in these countries and the great resource of this sector. The political changes in 2011 have negative effect on this sector, but there is hope that after that abrupt halt this trend will be better after 2016.

Capital investment, particularly in transport and the spread of information and communication technologies (ICT), will affect the future of tourism in these countries. The degree of investment could be shown in the number of beds in hotels and other projects in that area. Multiplying tourism real estate is not enough. However, the degree of investments needs to be further enhanced to ensure a competitive and sustainable development of tourism sector. Indicators show that these countries rank pretty low on the international level in all the sub-indices related to tourism, this includes, business surroundings, and human, and the other resources in tourism sector.

Tourism authorities have yet to change their marketing strategies. The dominant role of operators in tourism should be finished, because they like to promote mass seaside accommodation. The tourism in this region was dominated in the last 20 years by growth in the northern edge of the Mediterranean. There are three main areas in need of attention of strategy makers, "and that the key issues for potential scenarios.

First, the Mediterranean tourism is changing and strategies should facilitate policies that restrict travel because they discourage foreign direct investment in tourism and the integration of these countries with Europe and the rest of the world. The prospects of the Mediterranean market has to go further than the intercontinental one, especially the European outbound market, and take into account local and inter-regional (international, mainly Arab and emerging countries) tourism, which has very promising prospects. Investment in tourism industry with the current democratic processes in the southern edge of the Mediterranean should show these trends.

Second, the optimal use of information technology in these Arab tourism countries may provide more sharing opportunities of profit that they gain from tourism between the different participants in the tourism sector, particularly if the small and medium companies adjust information technology services, after comprehensive instruction. One of the major reasons why these countries are low range of the Competiveness Index Reports is the gap of sophisticated knowledge about information technology.

Third, we must develop the amazing new products and services, such as marine, medical, religious, cultural tourism leads to reconsider its brand identity as a homogeneous sea, sand and sun destinations purely Mediterranean. The importance of cultural and religious values clearly in this century than it was in the past. Arab tourism countries should work more in creation in products and services that do not offend the values and emphasis on the customs and traditions of their own. This change in perception that is especially useful for small and medium-sized enterprises (creating more jobs), and will benefit from the support of local authorities, especially in remote areas.

Safety and adaptation to climate control and external changes are two factors that will strongly affect the development of tourism. Unrest and unstable political and economic situation has fatal consequences for international tourist arrivals, as has been proven in the last two years, especially in Egypt, Libya and Tunis. However, what is happening now has a trend of democracy, which is usually very positive for the development of tourism.

Meanwhile, in 2000 a methodological framework for measuring tourism was approved through the adoption of the Tourism Satellite Account (TSA) by international organizations such as the World Tourism Organization and the European Statistical Office.

Then highlighted the direct economic effects of the tourism sector and based on the results of that account is estimated tourism share of GDP, and despite the fact that a limited number of countries does not exceed 15 countries only, were able to complete the ten account table. But, most countries are trying to estimate the economic importance across estimate spending local tourist residents, expatriates, giving an initial indication of the volume of tourist traffic and revenues in the national economy.

Highlights tourism as an economic activity labor-intensive, it is one of the main employers sectors, whether through direct jobs in the facilities tourism providers, or in the small and medium enterprises owned and managed by members of the craftsmen and that is the only source of income. Considering the indirect jobs, all direct jobs in the tourism sector offset by two non-direct, which means that each function occurs in the sector they represent three jobs, not only one job. The increasing importance of tourism because it is a part of human activity practiced by the first man on this earth, that is, the travel. The link between tourism and infrastructure services and the provision of transport and communications became the impetus for the development of tourist destinations and sustainable development in those destinations.

The World Travel & Tourism Council (WTTC) for the last 25 years quantified the economic influence of Travel & Tourism. In 2016 Annual Economic Reports covered 184 countries and 24 regions of the world. A unique perspective has been provided in the 10 year forecasts for long-term growth on the sector's potential. For the fifth successive year, the growth of the Travel & Tourism sector in 2015 (2.8%) outpaced that of the global economy (2.3%) and a number of other major sectors such as manufacturing and retail. In total, Travel & Tourism generated US $7.2 trillion (9.8% of global GDP) and supported 284 million jobs, equivalent to 1 in 11 jobs in the global economy.

1.4.1. Economic prosperity and fight poverty through sustainable tourism development

Activation of the role of tourism in maximizing the comparative advantage and competitiveness of Arab countries as an area of tourist attraction, and in recognition of the role of the tourism industry as a locomotive of the national economy by providing hard currency and jobs and as a factor of the most important sustainable development factors. Therefore, the tourism organization represented by the Arab private sector, and professional tourist events, will work hand in hand with Arab governments and cooperation with the Arab Ministerial Council for Tourism to development comprehensive concept of tourism of to stand out the religious and cultural heritage, cultural, historical and natural wealth of these countries through ages, and to develop noble human values based on peace and mutual respect between peoples.

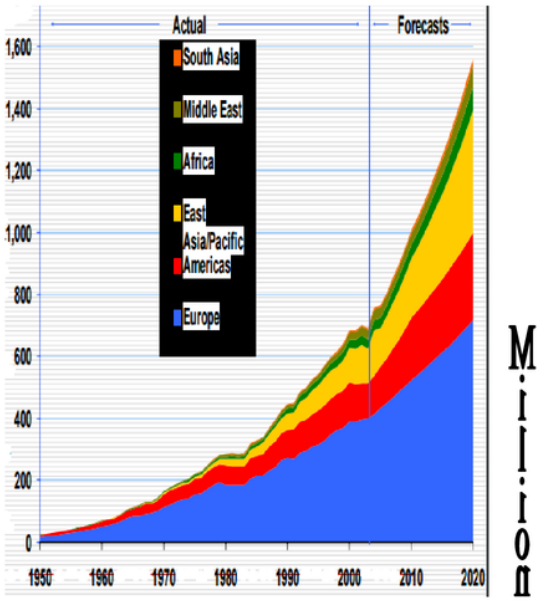
Based on the vision, goals and general principles of the Arab strategy for the development of tourism, the work to achieve is distributed on the following key themes:

- ✓ tourism development
- ✓ tourism investment
- ✓ promotion

Marketing

- traffic facilities
- quality
- media
- information and statistics
- International and regional cooperation
- rehabilitation of human resources

Figure 1. The vision of tourism



Source: Saadun Alhajiry , *Tourism industry,* Dar publishing and translation, The University of Mosul, Mosul, Iraq, 2010

1.4.2. Strategy objectives

Strategy objectives me be the following:

- Maximizing the economic returns of tourism
- Activating the participation of the private sector and local communities in the tourism development process
- Strengthening the principle of partnership in the National Tourism Administration
- Raising the efficiency of the institutional structure of tourism sector.
- Determine the driving marketing policies and promotion of tourism
- Maximizing the economic returns of tourism
  - ✓ Arrivals (tourists)

Tourist expenditure per night rate

The establishment of the tourist rate.

Increase the contribution of tourism to the GDP:

First, we should encourage the use of local factors of production when creating tourism enterprises, and encourage the use of local resources and materials in the operation of tourism enterprises / link local production factors and encourage tourism enterprises departments and product suppliers to provide products commensurate with the needs of tourism enterprises.

Besides, we should encourage local labor occupancy in available jobs in the tourism sector.

Second, we need to create an investment environment for incubating tourism projects and take adjustments to legislation to facilitate the entry of additional capital to invest in tourism professions and expand tourism projects and professions that get incentives to encourage investment.

Third, encourage the establishment of tourism projects that enhance competitive advantage and relative to the tourism sector in the Arab countries.

Fourth, encourage the establishment of tourism projects in all areas of the states that will achieve additional time and quality of tourist programs.

Activating the participation of local communities and their integration in the tourism development process

This process includes:

Participation of local communities in tourism development process as a strategic and active partner community awareness of the importance of tourism stimulates local communities to provide manpower and support services. Highlight the local community's activities, cultures and heritage and creative ideas, encouraging the establishment of civil tourism associations in local communities.

Distribution of tourism benefits geographically, achieving the creation of a tourist resort in the various regions

Contract agreements with international tourist organizations and non-profit institutions in the field of tourism development to achieve these goals, and especially with UNDP, UNWTO and IHRA.

Promote the handicrafts industry and to increase the contribution of local communities in the industry through establishment of systems in collaboration with governments to create a craftsman sector specialized in traditional and heritage industries, the development.

Participants may be:

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Public sector.

Private sector.

Local communities.

Non-governmental organizations (N.G.O.)

Donors and financiers

Public sector

Is the main engine and strategies planner

Develop regulations, legislation and coordination between the various partners in the framework of reciprocal partnership between the various sectors.

Development of tourism • bodies

Providing technologies and financial funding to support projects

Providing institutional plans, programs and policies for sustainable tourism in collaboration with key partners of the government in sustainable development processes within the system of the National Tourism Administration

Private Sector

Activating the role of the private sector to allow it to be the main partner capable of implementation of projects and investment and to become the advisory, financing and marketing tool.

Its role is concentrated in directing investment and the establishment of sustainable development projects that achieve economic benefit useful for workers in various tourism sectors directly and indirectly.

In this regard, the organization should work with the Arab Ministerial Council for Tourism to develop the legislation and prepare tumulus climate for the private sector and the creation of

to play a real role as an effective partner in the National Tourism Administration through:

Representation in tourism bodies and management of planning and marketing and set up promotional policies.

Representation in national councils for tourism

Representation in tourist committees that take care of the management of tourism sectors

and provide basics for licenses of tourism professions, classification and management of quality.

Local Communities

Its roles can be distributed on two axes:

As a sector producer and supplier of labor

An active participant in decision-making and the provision of support services, particularly in sustainable tourism development projects in remote areas.

Non-governmental organizations

Non-governmental organizations work on development of channels of communication with local communities and contribute to the establishment of vocational and professional training centers and operator of some projects to bring awareness, education and tourism training goals.

These organizations, through cooperation with relevant organizations and bodies, may play a big role in raising awareness, education and support process, and paying special attention to local communities as well as in the preparation of studies and research that effects tourism on all fields, including environmental, social, economic and cultural impacts.

The funders and donors:

3.Strengthening the principle of partnership in the National Tourism Administration

In accordance with the development vision of all Arab countries in establishment a real partnership between the public and private sector to achieve sustainable development through economic and national management between sectors as partners, not adversaries in the managing the economic development.

The National Tourism Administration will work with the public sector to provide the necessary requirements in the tourism sector environment in order to adopt the process of change with this vision and entrenching the relationship between the various sectors and institutions to increase the positive implications of the comprehensive sustainable development that achieve a quantum leap in the economic development and social objectives within the vision and perspective of the National Tourism Administration.

4. Raising the efficiency of the institutional structure of tourism sector

The development of Organization's executive plans and programs in collaboration with the

Ministerial Council of Tourism:

The development of institutional divinely that working in the tourism sector (public and private)

Establishment of the Department of studies, research and strategies.

Establishment of the Department of Informatics and Statistics tourism specialist (TSA)

Establishment higher advisor Board

Establishment of Marine Tourism Board

Establishment of Business Council (investment sites, tourist and Management)

Establishment of training, rehabilitation council and tourism site management.

Establishment of geographic information system (GIS).

Updating classification and monitoring system of tourism events

Provide technical support for the related to the relevant infrastructure projects and urban development

Raising the institutional structure for the tourism sector efficiency by coordination with the World Tourism Organization TSA, and is a statistical mechanism includes:

The definition of tourism from the demand and supply side and the relationship between them

Tourism's contribution to GDP

Knowledge of tourism rank compared with other economic sectors

The number of workers in the field

The volume of investments in the tourism sector

Tax income which have been gained by tourism industries

The impact of tourism on the national balance of payments

Manpower characteristics of tourism

And for the importance of the tourism sector for the national economy, and how important is the statistically accurate data in developing the necessary strategies and support for decision-makers to implement the tourism sector policies and plans, it should be coordinated with the organization to create a special unit for the tourism sector that permanent coordinates with the World Tourism Organization.

1.4.3. Factors affecting travel and tourism service

There are a lot of factors that affect the travel and tourism services throughout their life

cycle, including:[29]

Tourism and travel service variables:

The extent of development and excellence of provided tourist service: The more distinctive and sophisticated service it would be more favorite with tourists and is consistent with the trends and tastes and desires of the beneficiaries.

Ease of service:

Easy identification of benefits and burdens for the rest of the services, whether provided by the company or its competitors, the more the service is easy definition and presentation more likely to accept it. Tour company variables:

2.1. Size: whenever the company increased the size it can be an indication of the tourists about the company's ability to provide the capabilities and the needed convenience, also, the volume can be an indicator of the availability of expertise, resources and capabilities to carry out market studies and thus the development of services and increase the degree of saturation with tourists.

2.2. Degree of attention to researches: the leading creative companies may have significant interests in research and development and it may be traditional or not doing so or it may be a subsidiary of the other, and that have an impact on the evolution of the service provided and thus increase demand for them.

2.3. Market share: the more market share of the company increased its growth, development and its ability to provide better services for tourists will increase , thereby the demand for it will increase, because, knowing the tourists company's share in the market reflects on the volume of transactions and contracting, thus it will ensure the continuity and stability in the market.[30]

2.4.Experience: the greater the company's experience and lifetime increase the likelihood of their ability to provide services needed by tourists, thus increasing their confidence in them, their programs and services and its ability to achieve the desired tourist gratification.

Company's management :

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[29] Ayman Abbas Alhwari, Ibrahim Khaled Awad, *The principles of marketing airline*, Serenity House Publishing and Distribution, Tripoli, 2003, p.51.

[30]Ahmed Hasan Alnouri, Tourisam in Libya**,** *Magazine of International Trade***,**Tripoli,2011, p.14.

Represents staff that runs the company and the breadth of their experience and scientific qualifications and the degree of their relationship to the work of tourism.

Tourism market variables:

4.1. General economic situation: in situations of economic boom operating tour companies provide new tourism services and programs, to cover the increase in demand in contrast to recessions.

4.2. Nature of tourists: each tour group have wishes and tastes, abilities and needs quite different from other groups, so we have to study and adapt to them and dealing with tourists accordingly.

4.3. Competition: regarding the number, size, market share, and the nature and quality of services provided by the companies, and the impact on the receptivity of tourists, their conviction and satisfaction about the size of the marketing and promotional efforts provided by the impact on tourist attractions.

4.4. Amount of marketing opportunities in tourism market: marketing opportunities represent the potential market demand for tourism, and see if the market reaches saturation, or there is a gap between demand and supply of tourism, and thus determine the gap and take advantage of the available marketing opportunities, and these opportunities need a special tour packages[31].

The future tourism of these countries will be greatly affected by capital investment, especially in terms of transport and information and communication technologies (ICT). The investment degree can be presented in the number of beds in hotels and other projects in that area. The degree of investments should be further increased in order to ensure a competitive and sustainable development of tourism sector. Indicators reveal that these countries are placed rather low on the international level regarding all sub- indices related to tourism - this includes business surroundings, human, and the other resources in tourism sector.

Tourism authorities are supposed to modify their marketing strategies. The prevailing role of operators in tourism should be finished, because they like to promote mass seaside

[31] Salah Aldeen Kharboutly, *Sustainable Tourism*, Dar Alrida for Publishing, Damask, 2014, p.298.

accommodation. The tourism in this region was dominated in the last 20 years by growth in the northern edge of the Mediterranean. There are three main areas in need of attention of strategy makers.

The first one - the Mediterranean tourism has been changing and strategies are supposed to facilitate the policies aimed at restricting travel, since foreign direct investment in tourism is discouraged, as well as the integration of these countries with European countries and other countries in the world. The Mediterranean market should surpass the intercontinental prospect, especially the European outward market. It means that the focus should be on local and inter-regional (international, primarily the Arab countries as well as the emerging ones) tourism, considering its rather promising prospects. Tourism industry investments, along with the ongoing democratic processes in the southern area of the Mediterranean, are supposed to present the mentioned trends.

The second one - optimal implementation of information technologies in the mentioned Arab tourism countries may provide more sharing opportunities of profit that they gain from tourism between the different participants in the tourism sector, particularly if the small and medium companies adjust information technology services, after comprehensive instruction. One of the major reasons why these countries are low range of the Competiveness Index Reports is the gap of sophisticated knowledge about information technology.

Third, we must develop a superb range of new services and products, such as medical, religious, marine, cultural tourism, which leads to refreshed brand identity as a homogeneous sun, sand and Mediterranean destinations. Arab tourism countries should focus more on products and services that are not harmful for the values, tradition and customs of their own. This change in perception that is especially useful for small and medium-sized companies (more job opportunities) will benefit from the support provided by local authorities, especially in far away regions.

Safety and adaptation to climate control and external changes are the main factors that exert strong influence on tourism development. Unstable political and economic situation has been fatal for international tourists in the last two years, especially in Egypt, Libya and Tunis. However, what is happening now is leading toward democracy, which has positive effects on tourism development.

The increasing importance of tourism because it is a part of human activity practiced by the first man on this earth, that is, the travel. The link between tourism and infrastructure services and the provision of transport and communications became the impetus for the development of

tourist destinations and sustainable development in those destinations.

According to the World Tourism Organization estimation there were more than 900 million tourists in the world in 2007, a growth of the previous year and the rate of long-term growth rate of 4%. Most of this growth comes from the emerging markets of East Asia, Africa and the Middle East, which have appeared recently as major tourist destinations. [32]

32Saadun Alhajiry , *Tourism industry* ,Dar publishing and translation, The University of Mosul, Mosul, Iraq, 2010, p.95

CHAPTER II THE IMPACT OF TOURISM ON LIBYAN ECONOMY

Libya is a country situated in North Africa. It borders the Mediterranean Sea to the north. Egypt to the east, Sudan to the southeast Chad and Niger to the south, and Algeria and Tunisia to the west. There are three traditional historical cities of the country: Cyrenaica, Tripolitania and Fezzan. Its area of nearly 1.8 million square kilometers is the fourth in size in Africa, and also takes the ninth place among the ten countries with the largest proven oil reserves of the country in the world.[33]

Tripoli is at the same time the largest and capital city. It is located in western Libya and resides in it about million people of the total number of the country's six million people. Benghazi is the largest city in eastern Libya; its population is more than 700,000 people.

Libya has the highest Human Development Index in Africa and the fourth highest GDP in the continent in 2009, after the Seychelles, Equatorial Guinea and Gabon. This is the result of large oil reserves and low inhabitance.[34]

Libya is one of the modern tourist States that have not been marketed in the foreign media as a tourism country. There are many reasons for that, but the most important reason is that because Libya was depended on the big quantities of oil and gas that this country has. After the elimination of sanctions, Libya began to normalize its relations with USA and other west countries and Tripoli began to intensify and support the tourism sector. In this respect, many shopping moles and hotels have been established, and roads were modernized. The new Tripoli International Airport will be able to provide services for more than 20 million passengers a year.[35]

Libya has many tourist attractions such as:[36]

- Libya has a range of Roman archaeological sites along the coast.
- Possesses one of the longest coastlines on the Mediterranean sea of about 1935 km. available for tourism investment.
- Possesses one of the largest deserts in the world, which attracts tourists who love safaris such as Lake Gaber on of high salinity in the south-west.

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33. Mohamed Sliawki Amin and Farouk Shousha, *Selections of Arab hen tags,* Arabic Language Academy, Cairo. 2014, p 29.
34.Lin- Pjan Chia "*The Population of Libya*", Population Studies, London, 2014, p.57.
[35] Ibid, p..58.
[36] Hussain Awad Alhamdy, *Marketing Tourism in Libya*, Alnasr Publishing House, Amman, 2013, p.72.

- Has Greek Roman history at several sites such as Leptis Magna, Sabratha, Cyrene, Ptolemais, Apollonia, Josberides, Tocra and Libya Palace.
- Has very good climate, especially in the north of the country, "Mediterranean moderate climate".
- Has the potentials to attract tourists to it because Libya is classified as a new promising tourist destination.
- The ability of tourism sector's to attract investments that create a balance in the state budget, which currently depends entirely on the oil and gas sector.

Many countries have realized that tourism in this century is the biggest industry in the world, for that reason, these countries pay attention to open new markets besides traditional markets for the continuity of the tourist tide throughout the year and to provide tourist programs with quality high services with distributional suitable outlets, that would increase the period of stay of tourists as well as possession of sophisticated means to promote tourism and hotels.

Tourism at the present time play an important role in the global economy due to demonstrable results of tourist exchanges, comparable with agricultural and food exchanges, as well as sometimes it exceeds agricultural and food trade and in some cases it exceeds in some countries oil exchanges. Tourism is considered as export industry and sometimes it converges with the achieved oil commutation. Tourism industry is considered as an important economic sector in economic and social development process and there is a different looks on tourism from developed and developing countries such as the development of isolated areas, achieving economic integration, and achieving the prosperity of their communities. Tourism is considered as one of the bases of the economic development and this can be achieved by encouraging foreign tourism that achieves a surplus of hard currency needed to finance the development process. The sector of tourism by its specificity, whether at the national or international level includes capital operations, production operations and consumption operations undertaken by several sectors: the State, financial institutions, production institutions..

The institutions of tourism sector are found for the purpose of exploiting these possibilities and reconciled for the purpose of bringing tourists depending on their desire to recreation and entertainment, and in order to maintain the survival and the continuation of its activity it has to adapt itself to the market fluctuations and changes in demands and prices.

2.1. The concept of tourism economy

Marketing is the modern word that has become a trading lot lately and is an effective tool for the management of tourism enterprises and to make them flexible and respond to the market turmoil. Marketing is trying to make the consumer closer to the product through meeting his desires of quantity and quality and thus achieve the main objective of the tourist institution that means a contribution to the economic development of the country.

Some economists link marketing with commodity production and they typically divide it from the services sector in general and from the tourism sector in particular, although the tourism sector is classified as services but it practices output which produces the so-called in the tourism sector the tourism product, and for that reason the marketing tourism has appeared specially for the marketing of tourism products and tourist services .

Regardless the level of development of one country it usually depends on building its economies mainly on agriculture, industry, and along with these two important sectors comes tourism in the third place because it is classified within the service sector. Meanwhile, its role is not less important than the previous ones because of the important role they play in economic development because the idea about tourism still linked to the idea of international trade and operations of balance or covering the deficit. Besides, tourism is an effective way to bring in hard currency and the absorption of unemployment because it is activity that depends primarily on human resources, making many countries pay special attention to this field and they allocate enormous capital investing in tourism, on that way too, tourism has become recently area of intense competition among nations.

At the same time when the tourism sector occupies in some countries, an important position, we find that in Libya despite the enormous tourism potential this country did not achieve the desired goals and contribute effectively to this sector compared with neighboring countries and we have not a true image of tourism in Libya. So, its position in the international tourism market remained very small, and all the policies adopted by the national and political plans did not highlight tourism in Libya as an essential sector that effectively contributes to the development of comprehensive homeland, but this is due to the adoption of the state Libyan oil revenues, which cover the needs of Libya.[37] But Libya initiated considering other resources outside the fuel and the most important resource is tourism, which can achieve the desire of

[37]Yussra Ahmed Aldaasy, *The production of tourism between theory and practice*, Creative House for publishing, Alexandria, 2011, p.58.

politics in Libya in the search for sector that may absorb human resources and be another resource to get hard currency.

Libya began to pay attention to this sector in the restructuring and privatization as well, which formerly included the field of hospitality program only. Libya owns a unique tourism of its kind and that the diversity of its population habits in the African continent and the Mediterranean Basin, climate and the diversity of landscapes makes it a home that fits for the practice of all kinds of tourism on the beaches, in desert areas, and in mineral baths, and so throughout the year Libya enjoys these types of tourism thanks to its coastline which still preserved despite the injury to the deterioration in recent years and desert landscaping that were listed as a world cultural natural heritage reserve).

Moreover, its geographical location has the advantage within the Mediterranean basin due to its proximity to major markets provided for tourists, and given the role of tourism development which is the subject of our study, we find that the tourist sector is still suffering from a narrow view of society as well as its policy in this sector ranging from tourism charter in 1966 until the new reforms introduced in the tourism sector. Tourism currently is commercial industry and important economic sector in the development process and the experience of many countries has shown the importance acquired by this sector as achieving significant money and brings a huge number of tourists

The need for maintenance cultural heritage and protection of water resources and its

classified distribution especially in desert areas and hopes attaches by local people on tourism revenues in order to improve their living conditions are all elements constitute the other side of the tourism development, which compels us to identify tourism policy through our research and try to find answer for our dilemma which includes the tourism sector as an important and strategic sector in Libya, and in spite of the large qualifications why this sector did not work and cannot be regarded as an economic base.

The concept of tourism is a broad term and it addresses and provides the basic and accepted concepts among specialists in tourism and this concept varies from one world to another.

2.2. Types of tourism

The tourism sector should be analyzed as a component for development, especially in some areas, and in this context, the current tourism has different kinds and forms and can be divided into several types:

According to the nationalities of the tourists: Tourism is divided into two main types:[38]

International tourism, where we find foreign national's tourists perform tourist activities within the borders of another country and tourists spend foreign currency during the period of tourism.

International tourism is divided into two types, negative and positive

Negative tourism happens when citizens of one country travel abroad for tourism and spend hard currency they provided within their country.

Besides, successful tourism relies on establishing a basic infrastructure, such as roads, visitor centers and hotels. The cost of this usually falls on the government, so it has to come out of tax revenues. Jobs created by tourism are often seasonal and poorly paid, yet tourism can push up local property prices and the cost of goods and services. Money generated by tourism does not always benefit the local community, as some of it leaks out to huge international companies, such as hotel chains. Destinations dependent on tourism can be adversely affected by events such as terrorism, natural disasters and economic recession.

Positive tourism happens when foreign tourist visits another country and spends hard currency which helps to increase the national income.

It is known that tourism creates many job opportunities, in terms of direct employment within the tourism industry as well as indirectly, in retail and transportation industry. Also, tourism industry offers numerous opportunities for small enterprises, which is of great signifance for rural communities. It generates extra tax revenues - airport and hotel taxes, and that can be used for hospital, schools and housing.

Internal Tourism made by the citizens of a particular state within the borders of their country and spends the local currency.

According to purpose, tourism can be divided into several sections such as:

Medical tourism

This type of tourism deals with physical, psychological treatment and other diseases. Citizens use this kind of tourism in order to complete cure or alleviate aches and pains and it is divided into several types depending on the natural methods used in the treatment such as:

[38]Witt, F., Brooke, Z and Buckley, J, The *Management of International Tourism*", Unwin Hyman, London, 1991, p.135.

Medical Climate Tourism

The treatment is done by using the climate change and this kind can be used in treatment of some diseases using the climate on some mountains, spaces and some seas and others

Medical Mineral Tourism

Mineral tourism, includes the most widespread form of health tourism but the scattered traditions in this field make it beyond this framework, exactly this kind of tourism is considered as a means of entertainment, comfort, and Libya has a significant potential of mineral baths which still untapped.[39]

Recreational tourism[40]:

This kind of tourism shows the essential need of rest in order to restore psychological and physical power of the individual, although every person is looking for diversity in his life and to escape and freed from the routine (daily work) and an effective comfort sometimes represents the change of the place of residence and the goal of this type of tourism is to maintain the health of the individual.

Sports tourism

Sports tourism can be divided into positive and negative types, the positive type includes travel and accommodation to participate actively in sports competitions and this kind includes all kinds of known sports. The negative type of sports tourism represents travel and accommodation for watching the games and sports celebrations

Sports tourism in general constitute some kind of means for the development of tourist exchanges for young people, and it is advisable to encourage Libya to intensify the organization of these demonstrations.

Cultural Tourism

This tourism aims to increase persons' knowledge through the promotion of his cultural needs to identify the unknown areas and countries to him which is linked to the identification of history and archaeological sites and peoples and customs. This type of tourism is famous and well known in Egypt, Greece, Italy, and this kind of tourism is virtually non-existent in Libya because it cannot find turnout by the local population and remains as preserve to foreign tourists. But no matter what should the mainstream cultural tourism target be it should support cultural

[39]Adel Taher, *Tourism in the past, present and future*, Arab Union for tourism publications, Cairo, 2014, p.102.
[40] Ahmed Wahab "Tourism Management", Tourism International Press, London,1975, p.62.

heritage (science of antiquarian, museums and theaters) and at the same time a way to encourage young people to pay attention to culture in all its forms[41].

Business tourism

The Business tourism can be divided into two types:

Official tourism

This kind of tourism happens when members of delegations or certain people travel in order to participate in formal talks or to participate in certain international celebrations.

Official economic tourism

Official economic tourism takes place when a person travels in order to watch commercial and industrial exhibitions.

This kind of tourism may allow the development of networks communications and the liberalization of the economy to increase personal visits or as part of various events, such as conferences, fairs and exhibitions.[42]

Religious tourism:

As one of the oldest types of tourism it represents visiting religious sites, among the most famous religious sites in the world that has seen religious visits unrivaled to Mecca and Medina in Saudi Arabia as well as the Vatican State for the faithful in Christian faith.

Tourism as an organizational form

Organized tourism

It happens when tourists travel collectively within a program that includes places they want to visit, sleep, eat, and other, which is regulated by the tourism and travel agencies and it is divided into two parts:

The group organizes by itself the tour program alone in terms of length of stay in the tourist and regional areas they want to visit and determine the stay and food they need to use in tourist places, which means that they did not have a plan for that program

Organized tours group: The program for the trip is well prepared by the tour operators or travel agencies, and the program includes sleeping, food and places which tourists intend to visit.

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[41]HalaAlrifai, *Economics and cultural impact of tourism on the national community*, Creative House for publishing, Alexandria, 2015, p.247.

[42]Elliott, J, "*Tourism Politics and Public Sector Management*", Routledge, 1997, p.41.

Individual tourism

It is a tourism happening by members by their own and they want to stay out of their place of original residence and it is divided into two types:

Individual unorganized tourism

Individual organized tourism.

2.3. The development of tourism

Tourism in the Middle Ages was characterized by the movements of individuals and visits for a specific purposes, such as health, work, and pilgrimage. After that, people started moving from one place to another for a picnic and the first achievement was in France for the two-lanes called "micro-cycle" which includes Paris and the South-west and the other one called "major cycle" which includes Paris and center and the South-east.

Tourism continued development process; however, the advent of the industrial revolution in the 20th century accelerated this process due to the impact of the following factors:

The development of transportation

The development of means of communication, publicity and advertising

Rising of personal income levels and reduces working time and the emergence of annual holidays.

The development of tourism has progressed step by step with the development of human thought and this is thanks to the development of transportation and communication, because this means make travel more comfortable and allows linking between isolated areas.

There are two types for the development of tourism:

Contemporary tourism or social tourism

It appeared in the nineteenth century with the cultural and industrial progress where two institutes were established the first in Western Europe and the second in North America and this was as a result for the development of cultural structures in 1940.

Mass tourism

This kind of tourism has become important phenomenon in raising the income of hard currency during the twentieth century, but the social tourism did not grow following the social laws recognized as labor law and until 1850 the work hours was up to14 hours a day. However

with the development of tourism services and human thought working hours have been reduced and the term of tourism began to get its true meaning in 1936 by establishment of the International Bureau of Social Tourism (B .I .T. S.)[43]

Tourism in the modern economy

Through the provision of services the role of tourism is to provide conducting the tourist wealth and meet the needs and wishes of the local and foreign tourists in the form of rest, treatment, visits, welfare and well-being.

Tourist services mean, a group of businesses, which provides comfort and facilities for tourists when they purchase and by consumption of goods and services.

Tourism has passed through several stages, the most important are:[44]

Phase I: mobility and travel for better surroundings and it accidentally grazing and the search for a livelihood, security, and this was characteristic for nomadic life or the basis of primitive man's life where he passed deserts, hills, valleys and across rivers and down to the fertile plains, and was associated with the nature and the known of farming until he reached the stability and consistency meaning a stage to explore and new learn about travel.

Phase II: Trade, which have accompanied the natural evolution of humanity groups and thanks to its stability it began to produce a surplus necessary for its needs and seeks to dispose it using all possible ways. For that reason, it was not associated with a certain place, but it was moving and for Muslims the pilgrimage to the holy places has played crucial role in mobility, the acquaintance and gaining new experiences by individuals and groups in their travels.

Phase III: The desire to know the unknown and what is a new culture of knowledge and the human desire to be free from the constraints of his environment in pursuit of discovery and acquaintance and that the third phase is the more characteristic for the phenomenon tourism in the past and it is evident through several forms such as:

Travel for adventure and exploration, like sailor Christopher Columbus and "Vasco Digamma" and famous Arabs and Muslims, including "Ibn Khaldun", Ibn Battuta and "Ibn Jobber. We should not forget also son of Venice" Marco Polo ".

Travel done by scientists and intellectuals travelers to study the opinions and systems and the lives of other people and to study the effects and wealth, and for pleasure as well, such as

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[43]Tohamy, S &Swinscoe, "*The Economic Impact of Tourism in Egypt*, Working paper", The Egyptian Centre for Economic Studies (ECES),2000, p.8.

[44] Mohamed Moursi Alhariri, *Geography of Tourism*, University of Dar Almarifa, Alexandria, 2009, p.216.

Greek historian "Herodotus", the traveler with known by his writings and the Chinese writer, "Shang Iwang."

Travel done by British scientists during the Middle Ages to the various universities in the long trips to Europe in order to receive knowledge.

In the beginning of the seventeenth century travel appeared for the purpose of viewing and a group of people began to visit major capitals to watch the royal palaces and to visit important cultural centers. By the time, the number of visitors gradually increased, prompting France to issue a tourist guide in 1672 helps visitors to France to learn about the antiquities and describe the roads to Paris. In addition to that, this guide describes the small- trip that includes the South-western part of France and the Grand-trip which includes the South-eastern part of France.

In ancient times the travel and tourism phenomenon has become grainy fun in the regions of Greece and the population used to travel to Greek islands, specifically to Olympia to watch or to participate in Olympics games starting from 776 B.C. and they use to attend therapeutic baths for wellness.

The Increasing of passenger numbers to Greece in order to have fun led to boom in Romanian roads out.

Comfort stations were spread In the Romanian roads were vehicles could stopped by to change horses and these stations were spread over close distances. Some travelers went to Greece to watch it greatness and to learn from its wisdom, others went to visit mineral water areas. On the other side, many of them went to Egypt to watch ancient wonders and great Epehriha.[45]

2.4.The benefits and disadvantages of tourism

1. First: the benefits

Tourism makes many benefits to society if placed in the framework of the national development strategy and provided with the necessary conditions for its development, these benefits include:

1. Provision of hard currency for the state, because the existing tests indicate high percentage that are involved in the formation of countries revenues in hard currency.

2. New job positions, and thus it is considered as a sector that helping to combat unemployment. For example: construction of a tourist ship or hotel leads to creation of

[45]Mokabla, A., "*Tourism Industry*", Dar Al-Konoz, Amman-Jordan, 2014, p, 72.

new job positions, for example, the establishment of the Las Palmas Hotel in Spain led to creation about 2500 jobs.

3. National income increase and improvement of payment balance; it does not only include what tourists and travelers spend during their trips, but also includes the so-called in economics "economic multiplier", because tourism investments lead to a series of other investments, which in turn leads to increase incomes and so on.

At the international level it achieves the following benefits:

Helps to achieve rapprochement and understanding among peoples in the world, leading to formation of international public opinion to international peace and security and contribute to the convergence of civilization, culture and sports between the peoples of the world or we can say that Tourism is peace passport.

Achieves cultural, social and civilized integration process within the same community, because through the provided services it also:

16 Plays an important role in the social, cultural and political socialization of the population especially the youth.

Tourism has positive effects and may provide the society with several benefits if we care about it and provide it with all the supplies upon which can incorporate and these effects are as follows:

- ✓ Creation of new working places and thus reduces the severity of unemployment.
- ✓ National income increase and improved balance of payments; as well as doubled investments that lead in turn to increase the proportion of income.
- ✓ Recovering the strengths of works energies as a result of providing rest and recreation by tourism.
- ✓ Strengthening relations with other peoples through identifying and learning new cultures and civilizations.
- ✓ Conservation and upgrading the historical relics.
- ✓ Upgrading traditional industries and cultural heritage[46]

Through exchanges and trips, the global forum for young people, which in turn may leed to several advantages, in particular the tourism and cultural convergence, as well as flights between the various regions of the country.

[46]Nabil Ruby, *Tourism Theory* and Tourism Studies Group, Cairo, University's Cultural Foundation, 1986, p.6.

2. Second: The disadvantages

We have determined 3 negative effects in tourism:[47]

Tourist activities especially the international ones lead to contact between a consumer society and a sub-consumer society (developing countries) and this leads to emergence consumption habits especially in underdeveloped countries and these habits are not linked to the standard of living in the receiving country for foreign tourists. In addition to that, the rising of prices lead to the appearance of inflation, such as what happened in Tunisia, Morocco, Algeria and Libya[48].

The imbalance in wages and fortunes of the tourism sector employees, and other economic sectors as well as privileges in this sector lead to the exodus of workers from other sectors to the tourism (the Tunisian experience). On the other side, the concentration on tourist services and facilities in major cities, leads to the creation of rural exodus, as it happens in Spain[49].

The excessive dependence on the international tourist economy (foreign tourism) may create unexpected problems for the national economy, because it heavily depends on tourism revenue. The reason for that may be occurrence of conflicts and international crises which may affect the foreign revenues around the country (for example war in Lebanon) or the Gulf war in1991, which affected the Islamic and Arab world resulting negative effects on the tourism sector. In addition, we cannot forget the events of 11.septembra 2001 and what happened in the United States and its reaction and declaring war on the State of Afghanistan, this event had very negative effect on the international tourism, particularly on the Arab and Muslim tourism, and this leads to a negative impact on the economies of Islamic and Arab world and even the western world economies and the greatest impact occurred on countries that depend on tourism in their economies. [50]

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[47] Mhamed Adel Altaher, *Tourism in the past, present and future*, Cairo, Arab Union for tourism publications, 2014 p: 137.

[48] Ibid, p. 138

[49] , Mohamed Nasr El-Deen (1997) "*The Role of International Tourism in Economic Development: with a Special Reference to the Arab World*", Unpublished Dissertation, Ain Shams University, Cairo-Egypt., p.47.

[50] Buakulain Badiah, *Tourism policies in the Libyan society and its impact on the supply and demand*, Unpublished MA, Tripoli, 1996, p. 34

2.5. Tourism as economic activity in development

It is necessary to point out that the international, regional and local organizations they began to observe tourism as an economist sector that has its role in economic development as well as other economics sectors activities. So, most industrialized countries and emerging in the way of growth consider it as productive significance sector (industry) of trade, economic, political, and thus is no longer a social need or areas of entertainment and comfort only, but has become an essential resource that countries depends upon in the development of their economies[51].

According to the definitions given on die tourist phenomenon (sum of economic, industrial and commercial activities) producing services and consumer goods according to different information in the social and cultural life required by foreign and local tourists, so it is economic sector producer of goods and services and is composed of three basic elements: [52]

1. Movement from one place to another, or travel outside the usual residence.
2. Stay for at least 24 hours outside the headquarters of the new residence.
3. Spending money in places destination.

Based on the previous three mentioned elements we can determine the nature of this (industry), but, we cannot determine this industry without studying the product that we offer to the consumer.

Miscellaneous estimated figures presents the significance of tourism sector for the overall Mediterranean economy.[53]

The value of tourism, as one of the elements of traditional tourism services (such as accommodation, transport, etc.) including the investments in relation to tourism, public costs and exports of goods that includes both indirect and direct effects of tourism offered through the chain of consumption, Table 1.

In comparison to direct share, the overall travel and tourism share GDP is 2.5 times higher. Changes of relative importance of the sector of tourism should be analyzed in comparison to total economic development of the State and others sectors' progress. The development of

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[51] Ibid, p.37.

[52] Bull, A (1991). *"The Economics of Travel and Tourism"*, Pitman, Cheshire-UK, p.59.

[53] UNWTO and WTTC indicators to measure Travel & Tourism Economy GDP take advantage of the equivalence of the expenditure measure of GDP and the output measure when appropriately defined. Table 4 and Table 5 concern the economic impact and the balance of payment contribution of tourism in SMCs from 1990 to 2010 and The importance of tourism in total employment. Nonetheless, the changes within each country are greatly differentiated, with fluctuations connected to ongoing socio-economic changes.

tourism did not use to be regarded as a priority strategy in Algeria and Libya, because the energy sector was rising very fast, but this strategy may be changed after 2016. In other Arabic countries such as Egypt, Jordan, Morocco and Syria, the growth of tourism was more rapid than in other sectors, which led to an increased share in the economy.

In 2011, most Mediterranean countries showed a lowering in the overall share of travel and tourism in GDP, with the exception of Turkey, which turned out to have made the largest growth in the world, based on the facts provided by WTTC (+ 11%), but the achieved success began to decrease in 2012.

Table 1. Macroeconomic weight of the Mediterranean countries (% of tourism and travel in GDP)

	1990	1995	2000	2005	2010	2011	2012(est.)
Algeria	5.5	5.6	7.5	6.5	7.9	7.7	7.8
Egypt	8.8	10.2	11.4	15.7	17.5	14.8	14.3
Israel	7.8	8.4	8.3	6.7	8.2	8.0	8.0
Jordan	24.3	21	16.3	18.5	21.9	18.8	19.3
Lebanon	9	9.6	9.3	31.2	33.9	35.1	35.4
Libya	..	..	..	3.5	3.3	3.2	2.6
Morocco	10.4	10.3	12.3	14.9	19.4	18.9	19.6
Palest. A	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Syria	7.5	12.5	11.5	14.0	15.3	13.1	10.4
Tunisia	16.5	17.5	18.4	18.5	17.8	14.2	14.4
Turkey	7.9	10.5	9.9	11.4	10.6	10.9	10.9

Source: The World Travel & Tourism Council WTTC, 2013.

Unlike the total share of sectors of tourism and travel within the world economy (assessed to be approximately 9.1% in 2011 and 9.2% in 2012), the Mediterranean countries average of 10% during the period 1990 - 2005, (decreased to less than 9% in 2010, 2011 and 2012, due to latest economic and political situations) emphasizes the significance for these countries.[54]

During the unrest of the Arab Spring, in contrast to some visions, most Arabic countries in the Mediterranean area have not lost an important significant contribution of the global tourism market regarding the future destinations, e.g. the Asia-Pacific region. The arrival rate of the international tourists in the Mediterranean region (17,078 million in 1990, 78.178 million in 2010, 71359 million in 2011 and 76.576 million in 2012, evidently increased by 449% in the

54. Adel Taher, *Tourism in the past, present and future,* Arab Union for tourism publications, Cairo, 2014, p.104

period 1990 - 2012 (Table 2) in comparison to + 247% on global level (419.4 million arrivals in 1990 and 1,035 million in 2012), showing that in 2011 these countries made 7.3% of the world market and 7.4% in 2012.[55]

Table2.International tourist arrivals (in thousands)

Countries	1990	1995	2000	2005	2009	2010	2011	2012
Algeria	137	520	866	1,443	1,912	2,070	2,395	3,200
Egypt	2,411	2,871	5,506	8,608	11,914	14,051	9,497	11,200
Israel	1,063	2,215	2,672	1,916	2,321	2,803	2,820	2,900
Jordan	572	1,075	1,427	2,987	3,789	4,557	3,975	4,290
Lebanon	210	450	742	1,140	1,851	2,168	1,655	1,300
Libya	96	56	174	170	260	271	26	104
Morocco	4,024	2,602	4,420	6,077	8,341	9,288	9,342	9,450
Palestine	..	..	1055	88	391	522	446	482
Syria	562	815	3,015	5,838	6,092	8,546	5,070	2,000
Tunisia	3,204	4,120	5,244	6,975	6,904	6,902	4,782	5,950
Turkey	4,799	7,083	10,428	21,125	25,506	27,000	31,456	31,782
Total MED 11	**17,078**	**21,807**	**35,549**	**56,367**	**69,281**	**78,178**	**71,359**	**72,658**

Sources: United Nations World Tourism Organization UNWTO Barometer., 2013

When it comes to Libya, it was estimated that the growth of international tourist arrivals exceeded 182% in the period 1990-2010. It turned that in 2011 these arrivals declined by 90% , barely reaching 26.200. However, 2012 is the year defined as a zero year of Libyan tourism. It means that the new government regards tourism to be a significant factor for its future sustainable development. There were than 104,000 foreign tourists who were received with substantial average incomes that exceeded 800 € per person. In the beginning of 2012, the data revealed certain progress, including the boom within business tourism. This justifies and explains the number of 3.2 million international arrivals, based on the facts provided by tourism authorities.[56]

It is necessary to consider domestic tourism for the purpose of calculating significance of tourism and the market size in a given economy. It is also necessary to include domestic tourism, for example, the indicators presenting resident tourists (Table 3).

The required information on 'nights in hotels and similar premises' were collected by UNWTO. It turns out that the average stay of residents in all types of tourist accommodation premises is approximately two times more than the length of stay of non-residents tourists. As a

[55]Ibid,p.107.

[56] Adel Taher, *Tourism in the past, present and future*, Arab Union for tourism publications, Cairo, 2014, p.108

conclusion, it can be said that more than 90 million international and national tourists were users of tourism and travel tourism infrastructure and accommodation in Mediterranean countries[57]

Table 3. Domestic guests in hotels and similar establishments

Countries	2000 (millions)	2007 (millions)
Algeria	2.1	2.0
Egypt	1.8	2.2 (2004)
Israel	4.1	5.1
Jordan	0.3	0.6
Morocco	1.08	1.5
Palestine	0.08	0.03
Syria	0.05	0.05
Tunisia	0.9	1.25
Turkey	8.8	12.03
Total estimated SMCs	**22**	**25.5**

Source: United Nations World Tourism Organization UNWTO and National Tour Association NTAs, 2008

Domestic tourism is seen as a significant factor of economy. Yet, its development and marketing strategies and policies have not been established so far. There are only few countries, e.g. Morocco, which develop domestic tourism strategies and policies.

2.5.1. The tourism industry

The tourist historical, natural and religious constituents and resources are one of the main pillars for tourist presentation in any country. At the same time, the absolute or relative discrimination among countries is considered as the availability of providing these resources and the ingredients when they are needed or they are often one of the main determinants of the tourism's demand, especially for certain types such as historical or religious tourism, for example, the tourist services can be considered as a sufficient condition to achieve the desired tourism attractions.[58]

Tourism as an industry generally entails on a number of components or elements, including:

[57]Onofri Laura, Nunes Paulo A.L.D. &Francesco Bosello (July 2012), Assessment of Economic and Climate Change Pressures on Biodiversity in MED11 Coastal Areas

[58]Vecton MehouLoko, *Le Tourismedans les payes en development,* Paris, 1979, p.19.

A. The basic elements and resources.

B. Tourist facilities.

C. Tourist services.

D. Transport service, domestic and international telecommunications

E. Advertising and promotion of tourism.

F. Tourist demand

It must be emphasized that tourist services are divided into two main types:

The first is the basic services such as hotels and other accommodation (tourist forces, youth hostels, campsites, etc.

The second type of tourist services is called the supplementary services of transportation services, communications, and travel agencies, shops selling tourist gifts and memorials restaurants antiques, cinemas, theaters, public parks, information offices and tourist guides and others.

Tourism as an economy activity involves a number of features including:[59]

1. The complexity and multiplicity of tourist activity components and linked to many other economic activities service-industry.

2. The appropriate tourism climate such as: political stability, the degree of economic progress, the lack of hostile trends toward foreigners, etc. are the affecting factors on the demand for tourism products locally and internationally.

3. Tourism industry, as a productive activity provides services of particular nature related to economic, social and political development in many developing and developed countries.

4. The variety and multiple types of tourism and objectives resulting in the diversity and different activities and the nature of tourism related services.

The availability of the former properties and other environmental forces and internal and external variables that exert a direct or indirect effect on tourism's demand adds a lot of difficulties faced by the responsible manager's in tourism planning in the country, because many environmental factors that impact the demand for tourism cannot be predicted.

[59]Baker, J, "*Marketing an Introductory Text*", 5 the. ed., Macmillan Education Ltd, London-UK, 1991, p.26.

2.5.2. The role of tourism in development issues

The economic, social and political impacts of tourism can be summarized in accordance with the following themes:[60]

- ✓ **First, the flow of foreign capital:**

It is possible that the tourism sector contributes significantly to provide part of the foreign exchange for the implementation of comprehensive development plans. As it the case in most developing countries.

It can be summarized some types of inflows of foreign exchange resulting from tourism in the following:

The contribution of foreign capital in private investment in the tourism sector (building hotels, tourist villages) etc.

Tourist payments received by the state in exchange for the granting of entry visas to the country

Currency conversion differences.

Daily spending of tourists in exchange for tourist services (basic and supplementary) in addition to spending on the request of the production of goods and services for other economic sectors.

Other revenue for hotels from tourists.

In order to measure the effectiveness of foreign tourist project in the extent of contribution to the provision of foreign exchange for the State of flow we could use some standards and methods including:[61]

Analyzing trends (escalating- landing) The annual inflow compared with outflow.

Awareness contribution to foreign companies in the project and loans obtained of the mother country or from banks outside the host country compared with emerging financial flows (earnings + entry of foreign workers).

The proportion of the size of money or share of foreign companies in projects to national income, compared to the national counterparts.

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[60] Heath, E & Wall, G., "*Marketing Tourism Destinations: A Strategic Planning Approach*", John Wiley and Sons, New York-USA, 6th. Edition,2012,p.97.

[61] Ibid, p.176.

Annual taxes paid by the foreign companies compared to their counterparts from the national projects, especially public sector in the same sector

✓ Second: The transfer of technological techniques

The process of transfer technology, especially by foreign companies, is considered as one of the controversial topics and spins this controversy about the number of major hubs such as:[62]

The suitability of the technological level, which foreign companies bring with the environmental changes within the state, such as the availability of the necessary skills to operate the devices or equipment for various production and systems, ways of presenting and marketing the product and to what extent it is adapted to cultural beliefs and spiritual values and cubical services.

Technological cost and expected effects on employment and balance of payments, etc.

It could be argued initially that allowing international companies to enter into tourism investment projects can achieve high degree of technological progress in Libya, because if we look at the labor force employed in the tourism sector in Libya, particularly hotels we can see that composed hand worker mostly is unqualified in tourism techniques. Libya can benefit from foreign invested companies in many ways, such as:[63]

Transfer the techniques and the management of functioning of modern management in hotels and other tourist facilities.

Entering new equipment (machines, equipment ...) that can be used either to facilitate the provision of tourism services or to produce various types of industrial goods for tourism purposes in addition to various cubical services.

Developing and improving current ways of working in the tourism activities as well as training programs for the workforce.

Carry out research development and innovation in different areas of tourist activity.

There are a number of other advantages resulting from the presence of such foreign companies, this includes the ways of selling tourist services, or in the application of modern management systems, add to this that the presence of foreign companies can push national

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[62] Dibb, S., Simkin, L., Pride, W and Ferrell, C., "*Marketing, Concepts and Strategies*", 2 nd European ed., Houghton-Mifflin, London-UK, 1994, p.19.

[63] Yussra Ahmed Aldaasy, *The production of tourism between theory and practice*, Creative House for publishing, Alexandria, 2011, p.93.

companies to modernize and develop the current systems in order to continue to stay in service market.

As we have stated previously that the presence of foreign companies in the field of tourism industry in Libya could lead to the improvement and development of systems and administration, and highlights the importance of administrative contracts, in particular, of this matter as a way for the transfer of technological know-how in the field of hotel management, for example, or other tourist activities to Libya. There are many examples about contracts on management partnership such as the chain of Hilton hotels all over the world and it should be noted that the state's interest in the tourism industry increases the importance of the need for a management layer and the experience and skills of a private nature which is not found in industrial organizations or in public and private sectors. This forces the tourist managers to provide expertise to the administrative and technical skills and other necessary administration, such as the industry's various activities through the expansion of colleges and institutes and scientific training and research centers to provide the needs of the tourism sector of the workforce (administrative and technical) trained.

2.5.3.Employment

The expansion of tourism projects as well as other projects associated (complementary and essential services, and products in the tourism service), whether by foreign capital contribution or national or both may help in creating many new jobs. In this regard, we cannot ignore direct effects for example salaries and indirect effects such as the political effects resulting from increased employment and reduced unemployment in Libyan society in which the number of population is increasing. In addition, the consequent increase of employment leads to high level of economic well-being and other positive effects and other benefits.[64]

The decline in the unemployment rate can lead to a high degree of social peace and increase public confidence in the leadership.

2.5.4. Contribution in achievement economic and social balance between regions

In the case that the state distributes new tourism projects, whether private national or public or foreign in different areas of the country, this can lead to the development of these provinces. This may lead to create new jobs, improve the standard of living, and exploit the

[64]Cannon, T, "*Basic Marketing: Principles and Practice*", 2 nd. ed., Rinehart & Winston, London-UK,1986, p.79.

available natural resources in these areas, the development and the creation of new cultural communities and redistribution of incomes between urban and rural areas.[65]

This is in addition to the many effects and indirect benefits in this regard and it may be necessary to encourage investment in rural or remote areas, for example, that means the State grants special privileges to investors or support them with financial and technical assistance.

There is no doubt that the achievement of a certain degree of economic development of the regions of the states may contribute as a constructive contribution to the economic balance between the regions of the country solving a lot of social problems.

The creation and development of relations between the economic and service sectors and the tourism sector could lead to the creation of tourist expansion projects or development of existing projects to achieve a certain degree of integration between the other economic sectors.[66]

The expansion in the establishment of tourism projects may be followed by expansion or the emergence of new projects, exercise other economic and service activities to meet the increase in tourist traffic activity, in other words, any increase in the number of hotels with the assumption of an increase in tourists number may be followed by an increase in demand for beds and accessories, services and sanitary ware etc.

This would either lead to the entry of new suppliers, or create new projects to supply hotels with such supplies or expansion activities and business volume for existing suppliers. Although it is difficult to accurately measure the degree of integration and the type and number of economic relations between the inner tourist and economic projects and activities and other services. We cannot ignore the expected economic and social effects for the development of tourist activity and development in the creation of multiple types of internal relations among other economic sectors, and the results from these relationships may be direct and indirect benefits, including:[67]

To encourage the investment of national capital and diversify their implementation in new projects.

Creating new jobs

Exploitation of natural resources and create new uses for it.

Rise in the state's revenue from taxes and other.. etc.

Promotion and development of service sectors and other assistance to the tourism sector

[65] Cooper, C., Fletcher, J., Gilbert, D and Wanhill, S., "*Tourism Principles and Practice*", 2 nd ed., Longman Publishing, New York,1999, p.217.

[66] Yusra Daasy, *The production of tourism between theory and practice*, Creative House for publishing, Alexandria, 2011, p.98.

[67] Ahmed Maher, Abdul Salam Abu Gahf, *Tourist and hotel establishments in Egypt*, Modern Arab Bureau, Alexandria,2009, P. 22.

The success of the tourism sector to achieve integration between tourism's sector and other economic and service sectors depends on the ability how these sectors meet the different needs of tourism's sector in terms of quantity, quality and timing.

In the case of foreign company's entry to work regarding the tourism sector investments, we should consider the existence of these companies and whether or not they affect the disappearance of small national tourism projects.

The development and modernization of the tourism sector, and the positive results that can be achieved in advancing economic and social development may contribute to a constructive contribution to the solution of many problems, and the social security and peace in the country could lead to development tourist activities and increase the flow of financial resources of the state which increases their spending ability in various investment areas of social services. In addition to the development and creation of commercial and political relations between the state and the rest of the world, it can be said that the degree of political stability, national security and political relations between the state and other countries, Arab and foreign, can be considered among the variables that can affect the impact on tourism movement and then the income generated from tourism.

Despite the important role of tourism for both economic and social development in most countries of the world, this role is still rather weak in Libya, in spite of the presence of numerous natural and historic tourism resources in Libya, compared with many developing and developed countries, this can open a number of questions about the feasibility of tourism policies and plans in Libya.

Despite the diminutive tourism revenue for the GNP, we cannot ignore the contribution of these revenues to improve the balance of payments despite the availability of many ingredients and resources that distinct tourism and this may raise a lot of questions, some of which may be related to the feasibility and effectiveness of the policies, programs and strategies of tourist movement in Libya.[68]

2.5.5. Impact of tourism on unemployment and the balance of payments

Tourism is a sector that has extreme importance on the global level, because it is considered as the first resource of income in the and its revenue has exceeded the revenues of oil exports and its derivatives and electronic machinery and many other commodities. At the same time, the tourism sector is growing with higher growth rate of other economy sectors.

[68] Mohamed Nasr El-Deen, "*The Role of International Tourism in Economic Development: with a Special Reference to the Arab World*", Unpublished Dissertation, Ain Shams University, Cairo,1997, p.210.

The clear impact of tourism sector on employment by absorbing much of the unemployment may occur in other sectors, because tourism sector accepts rapid growth so we can notice that direct action by the tourist facilities and services and indirectly work influenced by other sectors such as construction and transportation and another works that motivates non touristic sectors that produces goods and services consumed by plants and tourists such as crafts, traditional activities, education and nutrition. And this takes place on the level of permanent work year-round or seasonal work determined by the nature of the country.

Employment in the tourism sector does not need large investments in comparison with other sectors (especially industry), and generally, the basis for investment in these cases are larger and faster than that of other sectors.[69]

The tourism sector contributes to the economic and social equilibrium process in several regions by creating more tourism investment, especially in areas with tourist attraction, the benefit of these areas that are in a different economic environment and these distinct areas may have more benefits because it would have more tourist's demand from power domestic and foreign tourists.

2.5.6. The role of tourism in job creation

There is no doubt that tourism investments lead to achievement many benefits for the national economy, especially in the area of creation new jobs with costs less than the costs required by the process of creating same positions in other sectors such as industry sector.

Considering that tourism has multi-forked branches and activities and has many relationships with other economic, social and cultural sectors, then tourism is directly and indirectly significant for creating new job opportunities in the regions containing tourist facilities such as hotels or other complementary facility.[70]

Because once you set up a tourist hotel sought for 200 beds and a restaurant, bar and a cafe with 300 places in this way we create permanent employment within these facilities in order to provide hotel services and maintenance, management , custody and administration on the one hand and on the other hand. The completion of one the hotel with all operations at all levels requires many employees, researchers, specialists, experts and workers of ordinary people, and this starts from the initial study, completion process, initialization process and the process of

[69]Nabil Alroubi,*Tourism Theory* and Tourism Studies Group, Cairo, University's Cultural Foundation, 1986, p.13.
[70]Buakulain Badiah, *Tourism policies in the Libyan society and its impact on supply and demand*, Unpublished MA, Tripoli, 1996, p. 37.

furnishing and processing procedure of the hotel, and this process provides indirect job opportunities through using other sectors products such as transport or industry sector.

The tourism activity depends on labor in the first place because the establishment of tourism project requires the establishment of public facilities and hotels and provides transportation and this needs to recruiting human resources arguing and employing a large proportion of individuals, especially young people, which contributes to reducing the unemployment rate in the tourism country. The establishment of hotels from the Premier League requires labors by two persons for every room, and each room in a hotel provides more jobs as well as a car or a bus to be used in the transport process requires at least two people, in addition to another positions such as travel agencies and restaurants which also need a qualified cooks, dishwashers applicants.

There is no doubt that the increased tourist traffic volume contributes valuable improve the incomes of private citizens, merchants craftsmen and owners of hotels or restaurants because during the stay of tourist he consumes several materials, for example, vegetables fruits, beverages, tobacco and liquor, perfume, newspapers, magazines, books and souvenirs, traditional ornaments, which dates back to profits for traders the producers, which contributes to improving the standard of their living and increase employment of the skilled labor.

The interest of any country to tourism motivates the country to work on the promotion and development of tourist areas in order to gain the trust of tourists - because the tourism provides knowledge exchange opportunities exchange of knowledge, tastes and arts the one that ensures advantage of the manifestations of progress and achievement of artistic and cultural progress in the national economy possibilities.[71]

Crafts and hobbies play an important role in terms of tourism because they brings considerable income by selling artifacts and souvenirs which are made by artisans, and hobbies such as theater and folk dancing are an effective way to bring tourists to the country, as well as create new jobs.

From the above it can be concluded three sets of tourism work[72]:

Direct action: a total updated by tourist accommodation units, such as office work, restaurants, tourist transport, tourism, organization.

Indirect action total work positions resulting from the activities and sectors related to the tourism sector, such as construction, furniture etc..

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[71]Teare, R., Calver, S and Costa, J, *"Marketing Management: A Resource Based Approach for the Hospitality and Tourism Industries"*, Cassell Press, 1994, London, p.83.

[72]Goeldner, E., Ritchie, J and McIntosh, R, "*Tourism Principles, Practices and Philosophies*", John Wiley & Sons, 2000, New York, p.37

On the other hand, the tourism sector contains of two sets of works classified by duration:

Permanent work: The duration throughout the year.

Seasonal Work: it contains:

Work for one season (4 to 6 months) either in winter or in summer by region.

Work for a short period (from 15 days to 30 days.

According to officials of the Libyan General Board of Tourism, the number of jobs in Libya calculated by the accommodation capacity is as follows:[73]

The number of the updated positions = number of beds x 0.5.

2.5.7. The impact of tourism on the balance of payments

The estimation regarding the exports in relation to tourism in 2010 (services and goods) showed about 6.1% of overall export revenues. In exception of Algeria, and Libya, tourism is regarded as a key element of total service revenue payment balance (Table 4)).[74]

When it comes to non-oil countries such as Jordan, Morocco, Egypt, Tunisia and Turkey and the tourism development, it turns out that they increased its value in the balance of services. When Syria opened to tourism, it led to the increase in double income portion of a tourist in Syrian BOP services in the period 1990 – 1995. Ever since, the growth has been gradual.

It is necessary to control the value of services in relation to the export of goods in these countries in the period 1990 - 2009. As for the in which tourism sector is important, the mentioned value is much higher. However, in case of the countries dealing with oil production, such as Algeria and Libya, this percentage is negligible.

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[73]The Libyan General Board of Tourism, "*Tourism Information*", Tourism Information and Statistics Department, Tripoli, 2008.

74. Table 4. applies the indicator of expenditure provided by international visitors in relation to goods and services. It implies invisible balance or balance of trade in services. Inbound tourism expenditures include (from the balance of payments accounts) travel spending and spending on passenger transport services provided by the country's firms to non- residents. It does not apply to consumer goods (clothing, electronics or petrol/fuel) exported for ultimate sale to v isitors or capital goods (cruise ships, cars, aircrafts) exported by tourism providers abroad. The results imply diversification of countries' economies.

Table 4. SMCs tourist receipts as share of service receipts in the balance of services[75] (in %, 1990-2010)

Countries	1990	1995	2000	2005	2010
Algeria	30.1	16.3	59.8	44.5	40.8
Egypt	40.5	34.3	47.5	49.2	50.1
Israel	38.1	43.8	29.9	21.9	20.2
Jordan	54.4	56.9	57.0	75.3	80.6
Lebanon	..	58.6	25.4	54.9	52.2
Libya	11.9	12.9	48.8	56.3	82.6
Morocco	64.5	67.6	75.1	67.0	67.5
Palestine	..	..	..	..	..
Syria	34.3	70.4	70.4	69.9	67.9
Tunisia	66.8	73.2	71.4	69.6	63.6
Turkey	47.7	44.7	43.5	73.7	71.6

Source: UNWTO United Nations World Tourism Organization, Compendium of tourism statistics, 2o11

Despite various obstacles, due to calculating the benefits of direct payments balance, tourism can contribute as an export industry in improving the balance of payments of the state, and to achieve this result for the flow of foreign capital invested in tourism projects, and tourism revenue that the state collects from the audience of tourists and creating new uses of natural resources and benefits that can be achieved as a result of creating economic relations between the tourism sector and other sectors. One must also take into account the negative effects of these projects on the balance of payments[76].

One of the tourist development goals is to bring in hard currency, especially for developing countries in order to provide the equipment's necessary for economic development and therefore the tourism sector is considered as an export sector for receiving countries of tourists, while tourist expenditure paid by citizens is considered as imports (hard currency out), these revenues and expenses incorporated in the balance of payments as its elements under the theme "tourism or" travel "in the total partial to the balance of goods and services.

The balance of payments consists of two sides, one is creditor include all processes that get the proceeds of (rights) from the outside world and the other side is owe all the processes in which the state pays payments (debt) to the outside world. Besides, we can set up a tourism

[75] For example, the difference between funds received by a country when exporting services and the funds paid for importing services.

[76] Ahmed Maher, Abdul Salam Abu Gahf, *Tourist and hotel establishments in Egypt*, Modern Arab Bureau, Alexandria, 2009, P. 25.

balance for tourism this balance represents the extent of the impact of tourism balance of current payments so this balance can be:

Positive: It should be in countries that have a surplus in the balance of tourism, such as Spain, Italy and most of the developing countries.

Negative: It should be in countries with deficits in the field of tourism, such as Germany and the United States of America.

Non-existent: The balance is balanced, this means that revenue equals expenses. If this balance is positive, then it means that there is surplus in the balance of payments or deficit subtracts from this balance.[77]

As if this balance is negative it, either detract from the surplus balance of payments or increases the deficit balance.

In general, it can be said that the degree of political stability or national security and political relations of the state with the Arab and foreign countries, is one of variables that can directly affect the tourism movement and then the revenue generated from tourism.

Thus it can be said that despite the importance of the role that tourism plays in the economic and social development in most countries of the world, however, this role is still limited in Libya, despite the availability of many tourism, natural and historic resources compared to many developing and developed countries, and this therefore can raise many questions about the feasibility of tourism policies and plans in Libya.

2.5.8. Employment in Libya

If tourism in Libya has many development opportunities like other countries of the Mediterranean Basin, but it is still far from providing the multiplier and the potential repercussions that squandering of the economic and social level, especially on the job level.

Tourism is currently in the downward phase and remain in a state of balanced despite the decline in physical and financial flows recorded in recent years in the sector, but that the search for the development of tourist activity will justify inevitably directly at the beginning of visitors movements in the direction of our country on the basis of incentive measures.[78]

In order to provide the best case of employment in tourism in Libya we have to study the dynamic activities of tourism in the world in order to do the most effective evaluation of the

[77] Dibb, S., Simkin, L., Pride, W and Ferrell, C., "*Marketing, Concepts and Strategies*", 2 nd.European ed., Houghton-Mifflin, London 1994, p.247.

[78] Mohamed Ibrahim Gazlan, *A summary in international economic relations*, Alexandria, Dar universities, 1975, p. 25

advantages and progresses in the world and to show the capacities and potentials in tourism and hotel employment in order to evaluate it in our country. This part of thesis will study the case of tourist operation in the world and operating tourism in Libya so that we can evaluate operating in Libya.

1. Operating tourism in the world

The major targets for tourism development are to create job opportunities applied in all cases and all countries, and we have to do analysis for each country.

A. The different types of tourist operation:

Two cases should be considered essential in this area of economic and social implications for tourism.

- ✓ Quantity Cases: how many positions have been accomplished through tourism?
- ✓ Quality cases: What are the qualities of jobs (duration, type, and geographic location?

The new positions in tourism are divided into three categories:

Direct positions: Tourism positions in the tourism sector related to receptions structures in restaurants, travel, tourism organization and training for the tourism sector.

Indirect work positions: Positions are updated indirectly in the tourism sector, which contributes incidentally as a financier for tourism services (furnishing, architecture, etc

Produced positions of the tourism act: These are work places or positions that became necessary and they are result of tourist activities, various public interest, supply, education, health.

Measuring the position of the workplace:

The accommodation sector, especially the hospitality is one of the most important instruments for establishing the positions of direct jobs. The World Tourism Organization estimates that approximately 75% of the total jobs belong to this sector.

- ✓ There are no universal standards in this area and a lot of studies have given different results, depending on the following factors :[79]

  - ➢ Accommodation type

[79]General Report of the National Economic and Social Council session November 16, 2000, p, 15.

- Class of Accommodation (high class shelter, which requires a more hands working.
- Way of exploitation.
- Fame place of shelter.

We are giving some examples from different countries:

- In Greece: jobs per bed rate up to 0.3 per position of hotel beds and 0.5 for camps.
- In Tunisia: the national scale is up to 0.4 per bed.

In Libya: The target standards do not stray from the accepted international standards in this field and evaluated as follows:[80]

- Non-classified institutions and with one star: 0.2 permanent position for each bed.
- With two stars: 0.3 permanent positions per bed.
- Three stars institutions (3) rating: 0.4 permanent positions for each bed.
- With four stars institutions (4): 0.5 permanent positions for each bed.
- Hotel establishments with high-class: 0.7 permanent positions for each bed.

The multiplier coefficient was calculated for jobs from some countries based on the jobs created directly, although the remarkable results are for these rates move away from each other, but it was recorded in almost cases, that the coefficient ranges between 1.2 and 1.5 indirectly positions.[81]

- Egypt: 1:42
- Morocco: 1.2
- Tunisia: 0.1
- EU: The EU has reported that about 9 million people are employed in tourism which means 6% of the total number of employees.
- France: Reported 1.5 million people directly or indirectly employed in tourism which means 8% of the total employed population.

[80] Samara Ahmed Rashid, "*Mass marketing*",MarkazAlnashrAlurduny, Amman, Jordan, 2011, p.91.
[81] Ibid, p.95.

- Spain: Tourism industry employs 680,000 people in addition to the 340,000 season's workers.

Economic sectors is often characteristic of the creation of job opportunities is a direct result of tourism in those established by tourism investment due to the reflection of this activity on the agriculture sector and traditional industries as well as artistic activity.

2.6. Impact of tourism marketing on operations of Libyan tourist enterprises

The tourism market has its own characteristics and is also subject of supply and demand process their characteristics, it is also related to the provided tourist services, as well as the quality of these service or item provided for tourists.

2.6.1. The tourist market

In the second half of the twentieth century and in the beginning of the twenty-first, tourism became a form of development of economic relations between the countries in the world. Therefore, the importance of studying the tourism market has appeared as a form independent of economic relations.

The concept of the market determines the general conditions for the disposal of goods and services and are talking here about the micro market or macro market which refers to the most important element of the market elements and that is marketing of goods and services.

Also, we can talk about the market in comprehensive words that market is all the conditions that are performed through the process of distribution of goods and services and on the basis of this process we use the phrases good or medium market, through which can be determined the exact factors that have a key role in this process.

In economic references, some economists see the market as a meeting between the seller and buyer, whereas others regard it as a supply-demand process meant for goods and services in the market, or sale-purchase in the field of tourism services. Other definitions depends mainly on the sale and purchase of services and conditions that emerged in market during this process and there are economists tried to define tourism market depending on the quality of relationships that arise during the sale process and declared that tourism market is a supply in exchange for money and demand with the payment of money.[82]

[82]Maher Abdel Aziz Tawfiq, *Manufacture of tourism*, Dar zahran release, Amman, 2011, p.48.

2.6.2. The concept of tourism market

It presents a group of research's and analysis, and the process of forecasting future demand, as well as a preparation of study and giving suggestions related to marketing programs, because whatever the market's nature is, it usually represents a group of individuals that:[83]

1. Need and want a particular service.
2. Have the ability (purchasing power) for the purchase of hotel and tourism services.
3. Have the desire to spend what they have of money in order to get the service.
4. Have the authority to purchase the service

This product may be a good or service, and tourism activity represents a product typically is a specific service provided to those who visit the tourist centers.

Without a need for the requested service, there is no need for its appearance in the market, otherwise, the need will be followed by offering price of services and goods and the offer will be offset by demand stemming from the client's need whether it be good or service. Sometimes, the need arises, but does not achieve market phenomenon due to poor or inadequate purchasing power of the customer for products demand and acquisition because the essential condition of the existence of purchasing power and efficiency in order to achieve the desired thing and therefore the market appears.[84]

And the availability of the first and second conditions and the need for the existence of something and the availability of purchasing and economic power, the matter requires a desire to enjoy and entertainment, and thus purchasing the products, and if they is no desire, then, the availability of enough money of the client means nothing.

Finally, the authority to use the money or the source remains the primary axis on which the first three paragraphs are based on. Because, the permission to use the money and the obstacles is the issue on which the establishing of the market relied upon and the result shows that the tourism market is a generic form of a part of the market, and it contains the appearance of goods and services in the market and buying and selling process. One of the tourist market

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[83] Wall, G., "*Marketing Tourism Destinations: A Strategic Planning Approach*", John Wiley & Sons, New York,1992, p.59.

[84] Baker, J., "*Marketing an Introductory Text*", 5 th. ed., Macmillan Education Ltd, London-UK,1991, p.62.

characteristics is that through it displays and sells services rather goods and this distinguishes it from the goods market. The tourist services and goods are exposed goods and services from specialized companies and tourism products and they may be consumed only through tourism market, such as insurance.

The formation of tourism market depends on several key data such as:[85]

First, as a part of goods market the tourism market is based on the concept of economic laws of goods production and marketing production, which are in the form of products or traditional industries.

Second, it represents dispose of the goods and services that meets society's need of tourism and on this basis takes the form of an independent.

Third, a set of economic and technique relations linked by the adequate place and time for this dispose.

The basic process of tourism market is based on buying and selling goods as well as tourist services that fulfill special requirements of individuals. These are the main elements of the market that is formed for individual use. This feature determines one form of market relations between the companies for services and goods and offered services.

The tourism market appeared late compared to other goods markets, but ever since it has become a popular phenomenon. Tourists demands have great influence on the production of goods and tourism services.

The most important feature of the tourism market , which sets it apart from goods market is the lack of movement of goods, on the contrary, to execute the process of buying and selling, the consumer (tourist)moves to the place of goods and consumed it in its place and this time stems from the nature of the tourist's offer.

The tourist market is purchase and demand and goods have less post requests and the bigger part of services is transportation and hotel services.

The tourism market is the study of present demand forecasting the future, in addition to the preparation of marketing programs aimed at upgrading and future development of the tourism product and we can measure the offer depending on the number of visitors who spend even one night in the receiving country.[86]

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[85]Rayan Darwish, *Tourism investments in Jordan and future prospects*, Master thesis of economic sciences, Amman, 1996, p.33.

[86] Ahmed Tessa, *Economie Touristique et Aménagement du Teritoire* .O.P.U, Paris, 1993, P.45.

2.6.3. Types of tourist markets

The types of tourist markets are intertwined with each other and there is a relationship between them and the knowledge of tourism market and the process of identifying it is an important step to be studied in detail, the most important tourist market types are:[87]

1. Internal tourist market.

In which tourism meets the needs of local consumer's citizens of tourism within the limits of regional country.

2. Foreign tourist market.

When tour companies meet the need of tourism to foreign nationals.

3. Notable demand tourist market.

When vendors do not provide services to their citizens and have greater demand for services

4. Notable offer tourist market.

When the state offers the possibility to provide services not only to their citizens, but also for foreign tourists.

In order to achieve one tourist trip it is essential to have the process of buying and selling for several types of goods and services according to the tourism market.

The tourist market is divided into:[88]

1. Transport services Market.
2. Hotel services market.
3. Tourist antiques market.
4. Market-related to treatment and sport exercise.

- ✓ Transportation market can be divided into sea, land, and air transport, etc.,
- ✓ The market of hotel services is divided into services market dining and rest facilities.

Considering the geographical area of the tourist market it can be divided into:[89]

1. Small tourist market of supply and demand for a particular tour.

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[87] Ibid, p.48.

[88] Rayan Darwish, *Tourism investments in Jordan and future prospects*, Master thesis of economic sciences, Amman, 1996, p.35

[89] Lin, F., "Segmenting Customer Brand Preference: Demographic or Psychographic", *Journal of Product & Brand Management*, (11) 4, 2002, pp. 249-268

2. Tourist market for a region or state.

3. National tourist market of supply and demand of tourism at an international or global level.

The tourism market can be seen in other terms than the space or geographical boundaries, given the types of tourist wealth on that site and given the used tourist infrastructure to exploit it.

Besides, there are several types of independent tourist markets, such as:

1. Tourist Market nautical
2. Mountain tourist market.
3. Tourist therapeutic market.
4. Rivers tourist market.
5. Entertaining tourist market and others.

The most important of these markets, is tourism market for recreation.

This market cares about standards for geographical surroundings showing various foundations which can be used in the market for recreation. Tourism market is linked to geographical scales containing mainly the assessment of areas that contain cultural development that can identify different types of transactions between the regions which are characterized in merger markets as well as the accompanying transportation costs and in order to make the market sector active we have to provide these conditions:[90]

- ✓ Demographic and social standards
- ✓ Language.
- ✓ Psychological factors

Most institutions divide their markets into different parts of where social standards are numerous, such as age, sex, the number of individuals in the family, the family returns and social work degree, these standards are the most widely used. On the other side, the various categories of individuals are identified by age or returns, which lead to the appearance of needs of tourism.

Geographical situation of the market:

[90]Sharma, A.& Lambert, M., "Segmentation of Markets Based on Customer Service", *International Journal of Physical Distribution & Logistics Management,* (24) 4,1994, pp. 50-58

Usually, the consumer does not care about placement, but he cares more about the possibility of easily accessible to that place and usually it is summarized in the available means of communication and transport.

-The nature of the region:

Besides the topography, it includes climate and the constituent category of the population (civilization and cultural level of the population).

Biological analysis (qualitative):

Are variables that affect consumer's behavior in terms of age, gender, social class, education level, purchasing power (3) travel time.

Competition

It depends on tourism product supply quality; competition can be in the difference of offers, quality and quantity, as well as the ways of controlling this market through providing disciplined marketing policy with determining the final goals.

2.6.4. Tourism market segmentation

Tourism market is divided into distinct undifferentiated subsets so, the institution can select a target for each group that it can reach according to the marketing mix

The segmentation goals: [91]

Distinction between constituent groups of the market that are targeted by the tourist organization.

Preparation a uniformly marketing mix that helps to monopolize all the market through a special tourism marketing strategy for the organization.

Following a strategy addressed to one part and try to meet the detailed desires.

The tourism market segmentation is divided into two phases; the first one determines the behavior of consumers related to social, economic and geographic aspects.

The second stage is analysis of these demands:

A. Market segmentation phase

B. Geographical scales

[91] O. Raaij, W.&Verhallen, T., "Domain - Specific Market Segmentation", *European Journal of Marketing*, (28) 10,1994, pp. 49-66

Sometimes we find a certain area characterized by its own heritage needs to geographic segmentation by dividing into regional groups to achieve cost-effective productivity and reduce costs.

- Social and demographic criteria:

It is easy measurement standards that include both, cultural and living level that contributes to determine the desires and needs of consumers

-Measures related to the behavior of individual

It shows tourists behavior resulting from the nature of life and the distinction between the tourism products in terms of cost, quality and speed.

- The study of tourist's behavior.

It defines tourists' behavior towards the supply of the product in terms of beauty and the possibility of supplying for convenience and possibilities for supplying transport and entertainment.

- Study of lifestyle:

Arranging trips by program that serves the interest of the consumer and try to make the supplied tourism product available through the consumer's occasions, malfunction, purchasing power etc.[92]

-The tourist market strategy:

The tourist market strategy is selecting a qualified and known market for the purpose of defining an adequate place in the market and selecting available products through providing the ability to determine the requirements and the needs of other sectors. And we can say that these are the two pillars on which the marketing strategy in tourism activity are based, and in order to work with this strategy we should follow this overall policy:

1. The hotel has to determine whether the needs of customers are multiple or not, in other words, if the market is homogeneous or non-homogeneous, if the customer's needs are single and non-multiple, then there is no need to divide the market, it is assumed that the market should be non- homogeneous so that it can be divided into multiple market categories.

[92]Rayan Darwish, *Tourism investments in Jordan and future prospects*, Master thesis of economic sciences, Amman, 1996, p.39.

2. Total market supposedly divided in a manner by which we can compare between different divisions, usually, a certain indicators have to be taken such as the nature of the sales, costs and profits.

3. The Total market should be divided in a way to compare the potential costs and profits for each market division, which means that each group must be characterized by measurable qualities.

4. Each division should allow making maximum profit.

5. Hotel should be able to provide market division that has been selected through a specific marketing mix.

2.6.5. The reality and the content of tourist demand

Demand is a form of emergence of capable persons in the market to purchase, in order to use this service or buy those goods the community should pay the price for it, for that reason the demand for services and goods can be possible in two cases:[93]

1. If the individual has material resources to buy goods and pay for the service
2. If goods or service are physically present in the market, and tourism demand depends on various quantities of services and goods that consumers (tourists) intend to purchase at a particular price, particular place and in a certain time. Therefore, we can follow the reactions of consumers regarding the nature and quantity of services, as well as their wishes, because the receiver country must take into account the customer's age, sex and living standards.

2.6.6. Tourism demand characteristic

At a certain stage of needs development, emerged the need of tourism, and with it the production of goods and services immediately appeared to meet this need, and this practically means that the explanation of the content of tourism demand is related, such as its relation with the need of tourism, as well as with a possibility of production which means the presence of supply to meet this demand. Besides, the need of tourism is special type of needs because it requires temporary interruption from the original place of living and stay away from the bustle of urban living and return to the nature and the search for the psychological and physical comfort in goods production, and the need precedes demand and without the existence of a specific need the demand cannot be achieved.

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[93]Wahab, A., "*Tourism Management*", Tourism International Press, London, UK,1975, p.13.7

The need to meet a certain social need shows that the tourist demand does not depend only on the availability of resources and the diversity of capabilities, services and equipment (i.e. tourist offer) and other factors as the prices of basic tourism services or supplementary. The tourism supply affects also by the level of economic well-being demand in the country and other countries, technological progress in means of transportation, communication and economic fluctuations (depression and boom) in addition to the cultural and political factors that the State has no influence or control on it.

The demand for tourism (1) depends on economic and political situation in the country visited by tourists, and non-homogeneous demands are focused on time and destination.

Factors affecting tourist demand include[94]

Demographic growth: demographic growth in developed countries is high factor of tourism demand, while in developing countries does not constitute the same altitude because there are several factors affecting it and have an active role such as culture and tourism. These factors are one of the important characteristics and we find that they do not existent with the Libyans or they did not give it sufficient attention, as well as the level of the standard of living of the population and also social security.

Organization and comfort: tourist's purpose of travel is to rest and get rid of the fatigue and restore intellectual and physical vitality and activity, for this purpose, he chooses places that provide him with psychological and physical comfort so he goes to places or countries that provide him with the appropriate conditions and most of these conditions we can find in Libya such as pools, beaches, forests or deserts.

2.6.7. Components and characteristics of tourist demand

Tourism demand consists from supplying a group of elements such as time, the desire to travel and movement with an abundance of money, as well as various means of transport and accommodation. Promotion in general and advertising in particular is often used to raise demand directly. This in turn will impact on increasing rate of sales.[95]

Searching on underlying demand for new tourism services, the hotels, for example, may use the advertising Primer, through which the customers notice the product, including its

[94]Vellas, F &Becherel, L,"*The International Marketing of Travel and Tourism: A Strategic Approach*", Macmillan Press Ltd, London-UK,1999, p.28.
[95]Assad Hamad Aburoman, *Tourism Today*, Dar Altibaah Alarabia, Alexandria, 2015, p.217.

activities, and this kind of advertisement does not focus on the item's name or comparable services because the services included in the beginning phase of products' life cycle usually have a limited or non-existent competition.

The properties can be identified by the following elements:

Economic and political conditions that contribute to raise the tourist demand.

Tourist demand is non-homogeneous product affected by the environment and time.

There are some conditions that individuals should have in order to achieve market such as the need for ability and desire as well as the authority to buy the service. Person who needs the service must use its purchasing power to obtain it in addition to the authority to purchase, his ability in the purchase, as well as the evaluation of the price has a direct impact on the price decision in marketing.[96]

The study of the purchasing power of individuals and the importance of the service compared to other services also helps in determining the market's target.

2.6.8. The objectives of tourist demand

Satisfying the consumer need of tourism is accessed through travel and temporary accommodation outside the original place of residence and the tourist chooses in one mass transportation, accommodation and welfare provided to him from various tour companies through some goods and services, and this is the goal of the tourist trip.

In order to maintain a normal existence, the individual starts looking for services and goods to provide temporary accommodation, meals and overnight in the chosen place of tourist facilities and a place to eat in different dining facilities which offer new dishes depending on the quality and culture of the visited country.

The goal of the tourist demand usually is precious needs and that does not have the form of goods such as beaches and rest and get away from the bustle of the cities and see the historical monuments and other. Considering the shape of the peaks of consumer services of tourist demand we notice several groups such as:[97]

Transportation services.

Entertainment services in tourist areas.

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[96] Meidan, A., "*Pricing in Tourism, in Tourism Marketing and Management Handbook*", (Eds) Witt, S &Moutinho, L, Prentice-Hall, Cambridge- UK.1989, p.179.

[97] . Booms, H.&Bitner, J., "*Marketing Strategies and Organization Structures for Services Firms in Marketing of Services*", (Eds) Donnelly, J & George, R, American Marketing Association, Chicago,1981, pp.51-67

Antiques that can be consumed in the tourist place, or in their original place of residence.

The correlation between demand and tourist services in one State depends on the self-motivation of tourists, or in other words, that the demand for tourism in most cases characterized by a high degree of flexibility.

Despite the availability of prescription of non-elasticity of demand for tourism on a particular type of tourism such as historical or religious, the demand for tourism depends largely on the financial capacity of the tourists (especially as the demand for tourism as a whole is not linked to satisfying essential needs such as food and drink).

In most cases, tourism demand is not only goods or other products to that state, and tourist demand is not always characterized by repetition, this means that achieving a high degree of gratification or satisfaction does not mean that the tourist is repeating his visit to this country again.

The sales estimate depends largely on finding the relationship between the price of the service and the demand for it, and for many of tourist services, the increasing demand for them rises when the price drops and the contrary.

This is an inverse relationship between the price and the number of guests or the buyer of hotel service and as long as the purchasing power, the desire and the validity of the purchase remain stable with client, and the external and environmental conditions remain constant, this correlation will continue on this course.

There are many types of situations demand, but not all identical to the case of the traditional demand, there are some high-end hotels (five-stars) offer high quality services, so the best sales may be achieved if presented in relatively high prices, since the increase of services prices of provided services is a sign that the hotel is very classy and that a price increase may not affect the service required actually.[98]

If we take into account that services are not material, intangible and cannot be used in assembly lines, so we see that the service institutions have very high flexibility in assembling, arrange and organize the services they provide, and this is one of the reasons why do not we get accurate prices because hotels can submit different forms of services which leads to more

[98]Dibb, S., Farhangmehr, M and Simkin, L, *The Marketing Planning Experience*, Marketing Intelligence & Planning, 2001. pp. 409-417

complex pricing systems.

2.6.9. The tourist offer

Tourist offer is a proposed set of allowed services during tourists traveling, stay and roaming what means set of material products group(housing , transfer, etc.) and intangible products (climate, culture of customs and traditions) that can satisfy consumer's desires. This means to meet consumer's needs in accordance with the distribution of goods and tourism services consisting of tangible and intangible goods in the market with determining the price.

2.6.10.Classification of tourist offer

Tourist offer is classified into several categories, including:

Classification by Robert Lanquard who classified it into three basic elements:[99]

Heritage group consisting of natural resources, cultural, industrial, and historical that attracts tourists to enjoyment.

Set of equipment that is not considered as a main factor in attracting tourists but lacking this set prevents tourists from travelling (transport, housing, restaurant cultural, sports and recreational facilities.

A set of administrative procedures related to entry and exit facilities in transportation convened by the tourist to get to the desired location.

Classification by KirPendrof who classified tourist offer to:

Natural elements, climate environment and geographical situation.

Humanitarian activities (language, religion, customs and traditions, folklore culture, art etc ...

Classification of the World Tourism Organization (O M T)

World Tourism Organization has classified tourist services into several components:[100]

Natural Heritage (Landscape, desert, sea, beaches ... etc).

Human heritage (the demographic data, the conditions of life, public opinion,

[99]Robert Manquard, LeTourisme International, Paris,1999, P.148.
[100] United Nations World Tourism Organization, 2008

customs, traditions and cultural data.

Organizational, political, legal and administrative aspects of the country.

People's participation in governance and the creation of working time and planning working time and holidays as well as the promotion, publicity, which are considered as social aspects.

Means of services such as transport, shelter, restaurant and others.

Financial and economic activities.

According to these classifications, the tourism production process is a very complicated process because it is temporally and geographically distributed with disparate variables distributed and temporally geographically and it is impossible to collect these variables in a particular place and time like industrial and agricultural production process. So, if the tourism products consists of natural resources, cultural and artistic that attracts tourists to mobility in addition to other facilities as a means of shelter, comfort and entertainment of all kinds, restaurants and craft products and others, then, it constitutes goods and services quite different from those offered by other sectors. In the same time, tourism products are not storable and transportation from one place to another like the rest of the products because tourism services do not adapt to the natural variables and variables of demand tourism in space and time on the other hand, the demand for tourism is focused on time and space.

2.6.11. The reality of the tourism offer in Libya

The possibility of meeting the needs of goods and tourism services, may be achieved only in the case that the market is ready and willing to provide those goods and services, therefore, when there is a request for one of the parties or to an element of the tourism market elements then the display will be for the second party or to the second element, that market operations cannot take place without it.

Tourism offer is[101] a form of emergence the production of goods and tourism services in the market which are geared to satisfy the demand for tourism and for tourist's offer, and the quantity relationship and the quality of the quantity relationship of tourism offer contains all the volume of goods and services that is possible at a certain moment, to be disposal in the market.

The quantity determines foremost price measures and infrastructure capacity that exists

[101]Kassem, F, "*Marketing of Tourism: An Investigation of the Application of Marketing Concepts and Practices in Promoting Egypt as a Tourist Destination in Britain and Ireland*", PhD Thesis Submitted to Strathclyde University, Glasgow-UK, 2013, p.237.

for the services and goods production necessary to fulfill the consumption requirements of tourists.

Qualitative relationship of tourism offer is related to the emergence of economic relations between the producers of goods and tourism services during the trading process from a certain point and this relationship between basic or primary sectors in the tourism produces goods and services that focuses on demand and tourism consumption.

Thus, the quality relationship of tourism offer is a relation of act and patrons and the amount of participation and feasibility of participation for all followers who at a certain moment they offer.

Consideration to the terms of the form of consumer value of goods and services that make up the tourism product as possible it can be divided in several groups such as:[102]

1. Tourism services
2. Services that provide sleeping and meals at tourist sites.
3. Services that provide welfare for tourists.
4. Health service.
5. Antiques and other goods for consumption in the tourist site.

2.6.12. Factors that affect the formation of tourist offer

The main factor that determines the size and structure of the tourist offer in Libya is the evolution of the productive forces on the basis of advanced scientific achievements during producing goods and services that meet the tourism demand.[103]

The correlation of tourism industry as a productive activity offers services with a nature related to economic, social and political issues development in many developing and developed countries. But in relation to Libya, despite the fact that its tourist offer is strong enough, but the demand for tourism still very little and this is due to several factors. The primary factor is tourism culture that must be owned by the Libyan individual as well as the Libyan state has to show more interest in this offer This offer mostly focuses on the coastal strip, which absorbs 70% of tourism capacity in the field of hospitality, which sufferers from a natural deterioration of beaches and poor organization.

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[102] Dieke, P, "*Tourism in Africa's Economic Development: Policy Implications*", Management Decisions, 2003, pp. 287-295

[103] El-Deen, M, "*The Role of International Tourism in Economic Development: with a Special Reference to the Arab World*", Unpublished Dissertation, Ain Shams University, Cairo-Egypt,1997, p.195.

Another important factor that affects the size of the structure of the tourist offer is the case of tourist demand which expresses the presence of the need of tourism.

The third factor that affects the tourist offer is the tourist market prices and through which there is the possibility of disposal of goods and services of the highest possible price and there are other factors that affect the tourist offer in Libya, such as:[104]

- Political factors.
- Economic factors.
-Social factors

It must be there a need to maintain and increase the competitiveness of companies and tourist agencies in the case of the strong development of competition in the tourism market, and Libya can be a competitive tourist market, since the wealth of coastal beaches, mountains, mineral baths and tourist desert etc.

All this encourages Libya to be a competitive tourism country if there is a clear and purposeful policy to achieve greater income from tourism after the oil as well as the absorption and employment the biggest human resources in this field, which is a fertile field for the absorption of technical labor or simple labor and that eliminates a large part of unemployment which represents the best use for this tourist economic side.

Another most important factor is the movement of capital from one sector to another, in order to obtain the maximum amount of profit. The other thing is doing business without the adequate specialization in tourism agencies may lead to poor tourist offer or divert the attention of consumer tourists to other countries. By this way, the Libyan productive display suffers from the problem of consumption; there is also another factor, such as the monopoly of the companies operating in tourism sector.

We have already noted that the tourism demand is influenced to a large extent by the level of capital interior services (transportation), health care, and a network of internal and external telecommunications, evident that Libya still suffers from shortage of these factors, as well as the low number of domestic airports, international airports, since Libya has vast and varied area.

Besides, the internal and external political changes can have a direct impact on the

[104]Rafiq, M & Ahmed, K, "Advances in the Internal Marketing Concept Definition, Synthesis and Extension", *Journal of Services Marketing*, (l4) 6,2012, pp. 449- 462

tourism movement in Libya and this is the most important service provided to customers.

One of the services that can be displayed is ticket sales: The first step by the tourists, after he makes decision to travel, is the booking and put travel procedures and this can be provided by tourism and travel agencies.. These agencies are distributed in all regions of the country in order to facilitate the contact with tourists. But if we look at the tourist agencies and their role in tourism we find that it does not exist in Libya's tourism economy.

Because, these tourist enterprises agencies must be present in most countries of the world so it could sell Libyan tourist production and promote publicity and organization of tourist trips in and out of Libya. But in Libya these agencies are doing very limited operation only inside Libya, there are no external agency working in Europe nor in the US and Asian countries, leaving the market to the other countries such as Tunisia, Morocco and Egypt.

- Transportation in Libya

  ✓ Libya has not had railways since 1965, where the system was dismantled. There is a huge project (currently off) to set up a network connecting the various Libyan cities and to link Libya to neighboring countries. Approximately rail project along more than 2000 kilometers targeting the commercial link between the African and European continents. A contract worth's $ 4 billion was signed with Russian company to establish a rail line linking Benghazi with Sirte and it should be opened in 2012. But because of the revolution on February 17 it was stopped.[105]

Today, the historic caravan roads in Libya now are paved. The main lines in the road network are: the road along the coast from Tunisia to Egypt, and that links between Tripoli and Benghazi; the other one is North-South road that leads to Sabha and Murzuq. Long distances in harsh climates require constant maintenance, which was not available during the period of sanctions, so these roads were deteriorated. In 2000, there were 83,300 km of roads, 57% of which are paved. After the lifting of sanctions, the Gaddafi regime has focused on the quantity and quality of infrastructure. However, by 2012, there were paved roads along 57,000 km out of 100,000 km.[106]

There are 144 Airports in Libya, major airports: Tripoli, Benghazi, Tobruk, Sirte, Brega Marina, Sabha and Ghadames. There are also military airports.

[105] The Libyan General Board of Tourism, "Tourism Information", Tourism Information and Statistics Department, Tripoli-Libya,2013.
[106] Ibid.

Before the revolution in 2011, the "Libyan Arab Airlines" national airline in Libya, this was founded in 1965 as the "Airline of the Kingdom of Libya." In the seventies, Arab Libyan Airlines have formed fleet of aircrafts manufactured in the United States (mostly Boeing) to serve a wide network linking Libya and Europe, the Middle East and South Asia. Imposed sanctions on Libya in 1992 banned Libya providing with aircrafts and new landing and over flight rights in other countries. All international flights have been stopped, has not been able and the Libyan Arab Airlines, which was limited to domestic routes, were unable to buy spare parts for its fleet. So, they bought some Russian aircrafts to replace the original aircrafts, pending the lifting of sanctions.[107]

In 2010, 2,430,996 passengers used the Libyan airports. This figure dropped to 1,895,908 passengers in 2011. Air freight totaled 300,000 tons in 2010.[108]

2.7. Effect of prices on tourism market

There are many aspects of tourism services pricing resemblance to the pricing of goods and products, but pricing approach that is based on demand highlights the customers and takes into account that customers may do not hold any reference prices as they may be very sensitive to non-financial prices and they may assess the quality on the basis of price. And this approach requires determining prices in a way to suit and comply with customers interactions for the service, because the available determination of prices will be based on what the customer will pay in order to get the services.

The tourism services and goods prices in the tourist market may be able to provide the necessary expenses required for productivity and the prices must also reflect the adequate value of goods and tourism services

Since the value shown by buying and selling in the market, so it becomes a market value.

The market value in the internal tourist market represents the nature of prevailing production relations in the countries and the degree of division of labor while in the international tourist market, things are difficult as the prices present the international market.[109]

Value and the degree of difference in the disparate social structure and the international distribution of work, in this case, the internal and international prices of goods and tourism

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[107] Ibid.
[108] Ibid.
[109] Greene, E., Walls, D and Schrest, G, "Internal Marketing: The Key to External Marketing Success", *Journal of Services Marketing*, (8) 4,1994, pp.5-13.

services will be radically different depending on the fact that the internal prices are a key element of international prices.

There are various factors that influence determining prices, such as:[110]

A. The policy of every state in the tourism sector.

B. Foreign currency exchange rate.

C. The presence of the need of tourism and the degree of satisfaction.

There are several data to change the prices compared with market value in internal and external tourism market that shows result of these circumstances or conditions as follows[111]:

1. Increasing in the workers' salaries in this sector leads to increase the price of goods and tourism services if we do not increase productivity. In this regard, for example, advanced Western countries direct their capital toward building a tourist sites in a number of developing countries due to cheap labor hands to achieve large profits and exploit the tourist wealth in these countries

2. At the same time, in the international tourism market many goods and services have been offered from countries called old and deep-rooted in the tourism and from new states emerged to the market in post-World War II period (such as Tunisia, Morocco Romania Bulgaria) and others. And there is a large difference in the prices between the first and second countries where the first countries excel in type and quality of offered tourism services

3. Prices of the international companies that display services and goods vary from the median value of price because of the actual shape of using them as the prices come down from the average rate before the beginning of main tourist season and after the main tourist season prices start rising more than the middle average, because there are favorable conditions for its marketing due the high rate of demand.

4. In the international tourism market prices change as a result of the emergence of the change in the demand and supply of tourist services and goods.

5. At the current stage of development of the international tourism market price of goods and tourism services are formed in unequal conditions of competition between the supply and demand of tourism.

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[110]OSalih, M, "Sustainable Economic Development and the Environment", *International Journal of Social Economics*, (31) 1/2, 2003, pp. 153-162.

[111]Briggs, S, "*Successful Tourism Marketing: A practical handbook*", 2 nd. ed., Kogan Page, London-UK, 2001, p.38.

2.7.1. The types of prices in the tourism market

Buying and selling of goods and tourism services are guided by retail price.

Consumers in non-organized tourism typically pay one price in the retail for each commodity or service. But, in organized tourism, tourists pay the comprehensive price of goods and services. In fact, the overall price is less than the total price in retail of goods and services in the case that there are less expenses.

The price of the initial tour companies affected by the seasonal figure for this reason, the tourism market is made up of many and varied seasonal prices such as:[112]

1. The prices of goods and services in the main season, called the promotional price.
2. Valid prices before and after the main season.
3. Off-season valid prices.

Some specialists in the field of tourism look for prices on the following basis:[113]

A. Effective prices in the original place of residence for tourists, and its represents the national conditions for formation of prices, and by these prices goods, tents and cars are displayed.

B. Effective prices in international tourist markets represents the work expenses at the international level and by these prices the international transportation, hotel services and tourism trips services are displayed.

There are other prices called propaganda and media, and these prices can be used for the sale of a new type of goods and services.

The price is an essential element within the marketing which includes also promotion, as well as, there is a pricing policy and intervention in the promotion's concept between prices,

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[112]. Bowen, T, "Market Segmentation in Hospitality Research: No Longer A Sequential Process", *International Journal of Contemporary Hospitality*, (10) 7,1998, pp. 289-296.

[113]Sakr, F, "*Tourism Trends and Impacts on the Balance of Payments: The Case of Egypt*", Paper Presented at WTO World Conference on the Measurement of the Economic Impact of Tourism, Nice-France, June 2013, pp. 15-18

promotion and the associative relationship between them that directs these policies, some of these policies are:[114]

- ✓ The pricing of special occasions that meet special presentation by many hotels and in return require a high demand from customers, so these hotels combine price and advertising for certain positions or seasonal periods to increase the volume of sales.
- ✓ Market policy, in this policy hotel chooses high prices for its products when by entering the market in order to cover the costs and achieve the highest percentage of revenue and profit. This policy gives many advantages, especially when the service is in the introduction phase when the hotel finds that there is a strong desire of consumer to get a service that has no competitor in the market.

The purpose of this tourism is to maximize the profits before entering the new competitors to the market.

During the growth period and the beginning of the ripening period of the service life cycle, the price will be reduced for two reasons:[115]

- Competitors pressure.
- The desire to expand the service market

In the case of introduction a new service at a lower price from the normal price of the service and in the long term in order to achieve the greatest possible sales for the longest possible time, hotel may adapt this policy in hope to get the biggest share in the market among the other hotels.

One of the advantages of this method is that it does not encourage competitors to enter the market as long as the selling price coming down and does not achieve good returns. But, when the price is coming down it does not mean that the policy successes, because, the most important factor is the degree of customer's acceptance for the service and his conviction of service.

Some hotels use this policy in seasons of tourist depression, where the number of tourists fall and after that, the hotel can increase the price of its services, this strategy is one of the most important strategies since an adaptable and compatible pricing policy has to be chosen with the

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[114]Sakr, F, "*Tourism Trends and Impacts on the Balance of Payments: The Case of Egypt*", Paper Presented at WTO World Conference on the Measurement of the Economic Impact of Tourism, Nice-France, June 2013, pp. 15-18

[115]Eccles, G, "Marketing, Sustainable Development and International Tourism", *International Journal of Contemporary Hospitality Management*, (7) 7,1995, pp.20-26

overall qualitative conditions that revives the institution and to define this, we have to take into consideration the following factors:[116]

- The nature of markets they deal with.
- Determine the competition.
- Income levels.
- The degree of demands elasticity.
- Economic and social objectives included in the development plan.
- The cost elements.
- Prevailing economic conditions.

In this paper we dealt with the characteristics of the market tourism, a as a process of offering goods and services. Depending on the quality of the market, the market tourism can be seen as a meeting between the seller and the buyer or between supply and demand, because the tourism market is a part of goods market. The tourism market depends on the concept of economic laws for goods production which appears in the form of products or traditional industries. In the tourism market you may request and offer services and goods that will be accepted by tourists. Since other market sectors have characterized feature, the tourism market is also characterized by the diversity of the markets and depending on demand and depending on the provided service, as well as another factor interferes to determine the quality of these goods and that is the time.

2.8. Tourism investment in Libya.

Tourism investment represents the backbone of the structural evolution, and one of the ingredients productivity, which requires capital invested to stimulate the production units, so that it can be directed in accordance with the priorities that guarantee achieving high efficiency, and achieve high productivity.

Tourism investment means total expenditure necessary to get production inputs and basic and complementary tourist equipment, in order to produce and provide goods and services that satisfy and meet the needs of tourism demand, achieving the set targets, according to the specified dimensions of space and time. The concept of investment reflects over the extent of adaption in n preparation and creation of tourist offer to suit tourist demand, whether local or

[116]Lumsdon, L, "*Tourism Marketing: Service and Quality Management Perspectives*", International Thomson Business Press, London-UK,1997, p.175.

European. At the same time, the tourism offer does not mean just meeting the immediate and timely needs, but also means increasing the effectiveness of future production capacities, both in input supplies and production methods, or operations, or the product itself.

Former concept of investment means using the capital, which means the amount of accumulated and available resources, or expected to be obtained in a certain period of time, and it contributes to the operational processes for a particular output, with the increase in production capacity in the future, and derived capital from the interaction of resources and man's effort. This means that it represents the allocation of efforts and human energy for the production of tools and means of production in the form of accumulations working to increase future production capacity.[117]

By taking the investment decision about establishment of future tourism projects, investors try to compares two main factors:[118]

- Prevailing interest rate: this is a return that banks give and savings funds in exchange for saving their money in banks.

- Marginal capital sufficiently:

It is the expected net return to get as a result of investment an additional unit of capital.

Tourism investment attributes:[119]

- Magnitude of the amounts invested in tourism projects.
- The length of establishment the tourism project.
- Usage rate is low for capital intensity.
- The length of the recovery of the paid up capital.
- The length of time to obtain the return of tourism investment.
- Tourism investment caused a background effects on other sectors
- Expansion of tourism investment may be followed by expansion and the emergence of other economic activities.
- Investment determines the technical and technological links with other sectors and activities.

In terms of tourism investments in Libya, according to the Report of the Board for Investment Promotion and report of the General People's Committee for 2007, it has been allocated about 152 tourist`s sites along the Libyan coast. And the Report of the Board for

[117]Alhadi Algaru, *Tourism investment*, Iraq Publishing Company, Bagdad, 2006, p.152.
[118]Belgasem. A .Guntri,*The New Investments in Libya*, Libyan Academy, Tripoli, 2012, p.24.
[119]Belgasem.A .Guntri, *The New Investments in Libya*, Libyan Academy, Tripoli, 2012, p.28.

Investment Promotion pointed in 2007, that the tourism sector, has recorded the highest ratios of investment opportunities in Libya where investment projects amounted to about 77 tourism projects, and that includes resorts, tourist villages, new hotels and tourist complex worth about 394 USA million dollars.

According to these data, the work on these projects could provide about 10000 new jobs, about (10,000),and it was planning to start on working on these projects during 2009-2010 but this have not been achieved due to recent events, unrest in Libya and political changes.

Meanwhile, the projects that came into operation were about 35 projects amounted to a cost of 81 million Libyan dinars (62.30 million USA $), and the estimated proportion of contribution of tourism projects about 44% of total volume of investments.[120]

This refers to the importance of tourism in which the government has placed advanced orders in the development and national development and investment plans.

While the government was not taking any interest in the past decades but this change is due the Law No. (7) of (2004) which encouraging the tourism sector in Libya.

Thus, tourist activity in many countries in the world has become a pattern of modern lifestyles within the priorities and so in Libya.

2.8.1. Employment in tourism sector in Libya

Total direct employment in tourist sector in Libya was about 54000 jobs, of which about 215 tour guides, and about 4,580 workers in different tourist companies .The number of workers in restaurants and cafes is around 42,500, including about 19,750 national employment with a rate of 46% [121],while the number of foreign workers in restaurants and cafes was around 22,750 accounting for 54%.

The number of workers in 2001 was estimated to about 7203, it should be noted here that there are shortcomings in the inventory of employment in tourism sector in Libya, because it was noted that there are inconsistencies in the statistics of employment in hotels. Reason for that is the existence of more than 6700workers in tourism sector in Libya. This phenomenon can be explained in this way, there are about 268 categorized hotels and about 44 tourist hotels with different categories and they provide approximately 4921 rooms, and if account that three jobs can be provided for each room, then the number of real labor in tourism sector is about 14,763 as

[120]Ibid,p.30.
[121]Report of the General Authority for Tourism in Libya, 2007.

direct jobs, which is contrary to reports of General Authority for Tourism over the period 2000 to 2007.[122]

[122]Belgasem. A .Guntri, *The New Investments in Libya*, Libyan Academy, Tripoli, 2012, p.37.

CHAPTER III THE IMPACT OF PROMOTIONAL MIX ON THE PROGRESS OF TOURISM SECTOR IN LIBYA

3.1. Introduction

The aim of this study is to define the impact of promotional mix elements issued by the Libyan tourism companies on the trends of Libyan tourists towards local tourism and to know the adequacy of the information issued by these companies through the elements of the promotional mix in the definition of Libyan tourists with the local tourist characteristics.

A random sample representing different groups of Libyan society was selected through visits to public gatherings such as markets, universities, banks and tourist places, where Libyan citizens were interviewed randomly and asked to answer the questionnaire. Only the citizens who had practiced tourism inside Libya were allowed to be involved in the study sample, 300 questionnaires were distributed, 275 were retrieved and, after checking, 18 of them were excluded from the questionnaire, because they were invalidated for analysis. Therefore, the number of analyzed questionnaires (257), or 86%.

The most important recommendations towards the Libyan tourism companies are to activate the elements of different promotional mix and activate the dealing with various means of communication. As well as holding training courses for sales representatives to identify the modern promotion methods in addition to qualifying the managers of tourism companies to play the best role to stimulate local tourism, during the holding of seminars and lectures for the Libyan citizens and work to encourage them towards local tourism.

The world tourism services sector has witnessed a tremendous development and has become a vital economic sector **with a clear contribution to increase national income and increase cultural interactions**, including a number of vital economic sectors. The different means of transportation and the development of communication technology have contributed to the integration and global openness.

Many countries of the world have given special attention to the tourism sector and its supporting services, such as infrastructure, hotel services, etc., which led to increasing growth in this sector during the second half of the twentieth century. Tourism has become a prominent position competing oil and industry sector in terms of their contribution to the economic output of a large number of States and some of which are dependent on the tourism sector as a primary source of income.

Tourism is no longer confined to a certain group of people, but has become the focus of many segments of society and the number of tourists has increased from 25 million tourists in the middle of the 20th century to 898 million in 2007.[123]

The tourism sector contributes significantly to global economy, as the share of tourism in World Gross Domestic Product (GDP) reached 11.6% in 1998 and 12.5% in 2010.In addition, the number of tourists increased from 612 million in 1997 to 842 million tourist in 2006 and the tourism sector is characterized by rapid growth as the growth rate of global demand for this sector is estimated at 4% annually.[124]

Nowadays, tourism has become one of the most important industries in the world, with growth rates exceeding the growth of agriculture and industry rates, and its importance exceeded all traditional manufacturing industries and services in terms of sales, employment and foreign exchange.

In order to use their tourism resources, countries should use certain marketing strategies to help them achieve a tourist renaissance that is compatible with the nature of the available tourism resources. One of the most important sub-strategies of marketing is tourism promotion, which represents a tool for obtaining information on tourist services and achieving process of communication with the surrounding environment and with tourists, as most of the companies operate in acute and complex competitive conditions that forces tourism companies to pay attention to the promotion mix, activate them and increase the integration between them.

The promotion is one of the communication tools that connect the service provider with the public. It consists of a set of methods used to introduce tourism services to tourists with the aim of influencing them and acquiring their purchasing behavior through formation of the required mental image and then by changing their direction and pushing them towards purchasing tourist services.

Some famous countries are spending huge investments annually on promotional tourism activities and that presents an indicator of their interest in this activity and their recognition of its obvious impact on the success of tourism activities. For example, Germany spent $ 82.9 billion on promotional activities; the United States spent $ 76.2 billion dollars, Britain 72.3 billion

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[123] Agha, Safwat Fayez Hameed, (2007), *The Effect of the advertising on the Jordanian Tourist Sites*, Master Thesis, , Al-Bayt University, Amman, p.26.

[124] Aburman, Asaad Hammad, and Dajvaji, Abu Saeed, (2012), *Tourism Marketing and Hotels: Concepts and Scientific Foundations*, Al Hamed Publishing and Distribution, Amman, p.19

dollars and France 36.7 billion dollars in 2007.Besides, the revenue amounted to 36 billion dollars in Germany, 96.7 billion dollars in America and 37.6 billion dollars in Britain.[125]

In Libya, as in many other Arab countries, the initial view of the tourism sector clearly shows a low level of efficiency compared to many countries in the region, as well as a decline in the performance of this sector at a time that is supposed to rise especially in the light of new global data and the intensification of global tourism competition. It is clear that the tourism services sector in Libya is still in the beginning stage, which is confirmed by the low level of contribution of internal tourism in activating tourism in Libya and the practice of many citizens to be engaged in international tourism and the weakness of the trend towards domestic tourism.

The marketing and promotional activities in the Libyan tourism sector are limited, traditional and non-existent in the required level. The reason for that is tourism in Libya, especially local ones, is still insufficient to convince the Libyan tourist and push him to practice local tourism as an alternative to travel abroad for tourism purposes.

It is clear that the tourism services sector in Libya is still in the beginning stage and this was confirmed by the great reluctance of citizens to local tourism. In recent years, the focus was on Libyan tourism sector and the table shows that there is some kind of fluctuation and there is a decline in the number of Libyans practicing local tourism. Table 1. Shows the tourist situation from 2000-2008.

Table (1) Statistics of Libyan tourists in thousands in the Libyan Arab Jamahiriya for 2000-2008

year	2000	2001	2002	2003	2004	2005	2006	2007	2008
No. of Libyan tourists	29302	20339	20075	23029	42638	25367	19855	35423	42118

The General Authority for Tourism and Handicraft in the Libyan Arab Jamahiriya, 2008

This part of research aims to identify the opinion of Libyan tourists about the impact of the elements of the promotional mix used in the Libyan tourism sector by tourist companies on light of the new international data and the high level of international tourism competition.

[125] Rawa Sadah, Akram Atef Abdel Rahim (2014), *Forms of Control of International Tourism Value Chains in Jordan,* Doctoral Dissertation, unpublished, Amman, University of Jordan, p.214.

Therefore, the study sets the following questions:

1. Is the information issued by the Libyan tourism companies by the elements of the promotional mix sufficient to inform the Libyan tourist about the local tourism elements?
2. What is the effect of the elements of the promotional mix issued by the Libyan tourism companies about the Libyan tourist trends towards local tourism?
4. Does the advertising issued by the Libyan tourism companies have a role in influencing the Libyan tourist trends towards domestic tourism?
5. Does the tourist publicity issued by the Libyan tourism companies and the different media have a role in influencing the Libyan tourist trends towards local tourism?
6. Do the public relations issued by Libyan tourism companies have a role in influencing the Libyan tourist trends towards domestic tourism?
7. Do the activities of sales activation issued by the Libyan tourism companies have a role in influencing the Libyan tourist trends towards domestic tourism?
8. Do the personal sales activities issued by the Libyan tourism companies have a role in influencing the Libyan tourist trends towards domestic tourism?

- The objectives of the study are to achieve the following main objectives, which are summarized as follows:

1- To identify the effect of the elements of the promotional mix issued by the Libyan tourism companies on the trends of Libyan tourists towards local tourism.

2- To identify the adequacy of the information issued by the Libyan tourism companies about elements of the promotion mix and enable the Libyan tourist to know about the features of Libyan local tourism.

3- To identify the difference in the directions of the Libyan tourist towards domestic tourism depending on the difference of promotional mix issued by the Libyan tourism companies.

The importance of the current study is as follows:

1- Libya is one of the oil exporting countries; however, the interest in the tourism sector has become evident in recent years due to the existence of tourism components, which necessitates research and study to work on the development of tourism with

the help of the General Authority for Tourism and the existing and beneficiary bodies.

3. Tourism is an essential activity of peoples' lives participating in formation of a cultural and intellectual communication, building of good relations and exchange of knowledge and ideas among peoples.
4. Tourism promotion is considered as an important marketing activity, which enables the transfer of the characteristics of tourism services, especially that the various elements of tourism are naturally available and they need to be promoted, so it can be defined and tourists should be provided with information about domestic or foreign tourism.

- **Some definitions of the study variables:**

➢ Tourism promotion: Tourism promotion is a set of methods used to introduce tourists to tourism services with the aim of influencing them, soliciting their purchasing behavior, creating positive intellectual effects by advertising, activating sales, personal selling, public relations, and commercial advertising[126].

➢ Tourism: Tourism is a social phenomenon that represents a deliberate movement for recreation, pleasure or recreation both inside and outside the country and residence for at least 24 hours.[127]

➢ Local tourism: Tourism activities carried out by citizens in the movement within the borders of the state and includes all recreational activities, historical or archaeological or natural and other.[128]

➢ Advertising: is an indirect activities carried out by the Libyan tourism companies with the aim of influencing the behavior of Libyan tourists through television, newspapers or magazines.[129]

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[126] Laws Eric (1992), *Tourism marketing: service and quality management perspectives*, Stanley Thornes Ltd., London, p.38.

[127] Abujadou, Saleh Mohammed Ali, (2000), *Psychology of Socialization*, Dar Al-Masirah for publication and distribution, Amman, p.193.

[128] Aburman, Asaad Hammad, and Dajvaji, Abu Saeed, (2012), *Tourism Marketing and Hotels: Concepts and Scientific Foundations*, Al Hamed Publishing and Distribution, Amman, p.27.

[129] Steven j. Skinner, (1990), *Marketing*, Hougtton Mifflin Company, Boston,Teye victor B. and denis "Product and service delivery satisfaction, New York, p.132.

- Sales stimulance: The activities of Libyan tour operators in specific periods of time by providing added value to Libyan tourists in order to stimulate or increase the demand for tourist services[130]
- Personal selling: Direct contact face to face with Libyan tourists aims to provide tourist service or answering certain questions or requests and the feedback is directly[131]
- Public relations: To establish relations and contacts with Libyan tourists in order to find mutual benefit and to form a positive public opinion on Libyan domestic tourism.[132]
- Tourism advertising: Unplanned, and spontaneous activities carried out by outside parties in the vicinity of Libyan local tourism such as the media in the transfer of news and information of tourism companies, and it's a reflection of marketing activities and services practiced by Libyan tourism companies[133]
- Trends: An expression of internal feelings of person reveals whether he has positive or negative tendencies toward a particular object.[134]In the same time it is a natural willingness and tendencies of the individual to respond in a positive or negative manner to a certain thing or to a group of things in an organized manner.

Directions are due to:

- ✓ Learning: The trends associated with purchasing behavior are the result of the experience with the service, as well as the information obtained from the sources of the information, including the promotional means, inform them and thus form a specific direction towards the provided services
- ✓ Consistency with behavior: if individuals express a desire, then we expect them to initiate, and then act, so that when individuals are free, we expect their actions to be in line with their direction.

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[130] Maher Ahmed, Abu Qahb Abdel Salam, (2013), *Organization of Tourism and Hotels*, , Modern Arab Office, Alexandria, p.15.

[131] Kotler, Philip (2000), *Marketing management*, prentice hall int. inc USA, p.149.

[132] Abu-Sabha, Kayed, and Barham, Naseem, (1988), *Factors Affecting Domestic Tourism and Hiking in Jordan*, Studies, Volume (15), No. (2) 274_ 320.

[133] Johnes Peter "*Management In service-industries*" The Educational Institute of American Hotel and motel association, 1989, p.5.

[134] Obaidat, Muhammad Ibrahim, (2004), *Consumer Behavior: Strategic Approach*, Dar Wael Publishing, Amman, p.151.

✓ Occur in certain circumstances: If tourists get used to looking for the same service when they need it, this presents a reflection of his attitudes towards it and is in fact influenced by the surrounding circumstances. Hence, it is clear that modest purchasing power and different environmental conditions make an individual behave in a way or reverse.[135]

As for the boundaries of the study has been selected the largest city in Libya in terms of population density, the capital of Tripoli, for the purpose of implementation of the study.

Time Limits: This study was conducted during the period February 2015 – August 2015

Study determinants:

1. The study sample was limited to Libyan domestic tourists who practiced tourism within Libya. The study focused only on the knowledge of Libyan tourists about local tourism.
2. The study was limited to the city of Tripoli being the largest and most densely populated cities where I was able to meet a large number of Libyan tourists in public gatherings within that city.

3.2. Tourism in Libya

If you talk about Libya, you talk about beautiful land that includes the originality of the desert to the purity of the golden sand and beach on the long coast of the Mediterranean waters and through the rivers, oases and mountain areas enrich you with wonderful choices to look, explore, enjoy and taste all this beauty. [136]

Libya has a population of about 6.542.000[137] in 2016. It is located in North Africa between Tunisia and Egypt and covers an area of 1.75 million square kilometers. In the north it is characterized by moderate climate throughout the year, while in the south it is hot throughout the year, which makes Libya a source of attraction.

Libya is making special tourist progress, and there is an ambitious plan to promote the tourism sector aimed at developing the tourism infrastructure in the country during the next five years. This plan includes the implementation of villages and tourist facilities along the Libyan

[135] Mahamid, Shaker, (2003), *Social Psychology*, Dar al-Midi, Amman, Jordan, p.169.
[136] Abu-Ghazaleh, Safa, (2008), *Promotion of Tourism Services*, Nahran Publishing House, Amman, p.168.
[137] "LIBYA", The World Fact book — Central Intelligence Agency, Retrieved 26-1-2017,edited.

coast on the Mediterranean Sea, in addition to the archeological sites in Libya, dating back to the Roman era and the Greeks.[138]

Libya is characterized by low prices in general and Libya is a destination for European tourists, who prefer to visit the Libyan Desert and visit the oases and the archaeological cities of the South such as Ghadames.

Libya has a distinct geographic location because it is located in the center of North Africa. Its vast area stretches from the center of the North African coast on the Mediterranean to the heights of North Central Africa. Ranking fourth in terms of area between the African countries, Libya is an important bridge between Africa and Europe, and its ports are suitable for the reception of ships throughout the year such as the ports of Benghazi and Tripoli and it presents good outlets to trade some African countries such as Niger, Chad and Mali with the outside world, and with this location it presents an important link between the East and West Arab countries [139]

The evidence and drawings carved into the rocks indicate traces of man in Libya that are prehistoric, near the mountainous city of Ghat in the far south-west of Libya.

In most of the Libyan cities, historical monuments are widespread and they indicate the prosperity of ancient civilizations in these areas since the Phoenicians coming from the Lebanese city Sour to the effects of the Vandals, Greeks, Ptolemaic and Romans. After that, the Islamic era occurred, which began in the seventh century to the Ottomans Turks until the beginning of the history of modern Libya, which witnessed the independence of the country 1951 from the Italian colonialism, which began in 1911 and was brutally resisted by the Libyans and led by Sheikh Omar al-Mukhtar, until the Jamahiriya era, which was initiated in the Revolution of Alfateh September 1969. And in 2011, the last revolution led to the overthrow of Al-Gaddafi and the dismantling of the new transitional regime.[140]

- Natural resources:[141]

✓ Mountains

The Green Mountain, the Western Mountain, the Acacus Mountains, the Tibesti Mountains, the Aouinat Mountains.

✓ Beaches:

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[138] Abu Gahf, Abdel Salam, (2003), *Advertising Engineering*, Azarita, New University Publishing House, Alexandria, p.59

[139] Tawfiq, Maher Abdul Aziz, (1997), *Tourism Industry*, , Nahran Publishing House and Distribution, Amman, Jordan, p.211.

[140] Alalak, Basheer, Al-Raba'a, Ali (2012*), Promotion and Commercial Advertising*, Dar Al-Yazuri, Amman, p.42.

[141] Al-Damour, Hani Hamed, (2005), *Marketing Services*, Dar Wael Keshar and distribution, Amman, p.73.

Libya overlooks the Mediterranean Sea with a coastline of about 2000 km. The Libyan coast is one of the longest coasts in the Arab and African coast overlooking the Mediterranean. It is characterized by its diverse natural landscapes ranging from sandy beaches to rocky beaches.

✓ Islands:

Faroe Island

Faroe Island is located in the Mediterranean Sea. North of Abu Kamash region, it is located for about 110 kilometers west of Tripoli and about 40 kilometers west of Zuwara near the Libyan-Tunisian border.

✓ The desert:

The Libyan desert is a desert located in North Africa, part of the Great African Desert which includes deserts located in southwestern Egypt, eastern Libya and northwestern Sudan and it covers an area of 1,100,000 square kilometers.

The region is characterized by a huge diversity of landscapes as a result of the multiplicity of the manifestations of the terrain where the region includes mountain sites and areas of sand dunes with different shapes and colors and stone areas. In addition to areas of oases, and the region includes unique desert phenomena and other natural phenomena resulting from the factors of erosion.

✓ Desert Lakes:

The lakes are one of the main tourist attractions in the Libyan desert, because of its beautiful landscapes, with its fringes adorned with a fence of palm trees, bamboo and tulips, some of which overlook the sand dunes.

The most famous desert lakes are:

- Awn Lake: The largest lake with a length of 520 meters, 220 meters wide and a depth of about 7 meters. Studies have shown that lake water is one of the best mineral-rich waters.
- Mafu Lake: The lake is located at about 36 km northeast of city Tikrkibah, and it is one of most important lakes in Ramle Opare.
- Tamiz Lake: located 32 km north-east of Tikrkibah
- Nanchoha lake: a dry lake with large amounts of sodium carbonate salts.
- Tarouna Lake: A small, triangular lake surrounded by fresh water close to the earth's surface.

• Albuhaira Lake: is source water almost recycled by sand surrounded by cane plants, trees and palm trees.

• Lake Tidkma: a small triangular lake surrounded by reed plants, palms and dais.

• Umm Hossan Lake: It takes a circular shape and is surrounded by palm plants, cane and ants and some kind of sounds and air bubbles release of the lake due to the reactions of ammonia and ammonia gases.

3.3. Archaeological and historical elements in Libya

✓ Sabratha city

The construction of city of Sabratha dates back to the beginning of the first millennium BC, in the period following the establishment of the first Phoenician settlements in North Africa, led by the cities of Cartagena and Sabrata.

✓ The archaeological city of Labda

The date of establishment of archaeological city of Lebda dates back to the sixth century BC, and was subjected to the rule of Carthaginian until 146 BC, and then under Roman rule in 439 BC. And from 439 BC until 534 BC were under the rule of Windal until they were spent by the Byzantines, and in 642 the Islamic era began.

The archaeological city includes the Temple of Rome August, the Temple of Lerba Thar, the theater, the market, the port, the wrestling ring and a dome called the Arc de Triomphe.

✓ Shehata City

The ancient city is located to the north of the city of Shehat al-Hutha. The town of Qorini Okerini is one of the most ancient cities in the Green Mountain, and the oldest Greek city established in Libyaand it was the city and the capital of the province since its foundation in 31 BC until the third century AD.

✓ Libyan City of Sousse

The Greeks inherited the name of Sousse from their great deity (Apollon) and the Romans have changed its name in the first century BC and they gave it the name of Apollonia. This city gained its fame after it became the capital of the region in the fifth century AD until the Islamic conquest, and was known during this period as Suzusa.

The most important features are the walls of the city and its towers, the perseverance, the Eastern, Western and Central churches, the church outside the bracelet, the Duke Palace, the Roman baths and the Byzantine baths, the Greco-Roman theater and we can find part of the ruins of Apollonia under the sea.

✓ The historical city of Jerma

The historical city of Germa is located in southwest of Sabha, and it was founded by the Germantians in the first century AD as the capital of their state and is one of the oldest monuments in the history of Libya. The city was characterized by a large population census, which is illustrated by the burials buried in the areas.

✓ Qureza city

It is located in Wadi Qureza and the settlement of Qureza returns to the era of Septimius Severus and the story began when a piece of land was given to pensioners soldiers to serve in that land, and in turn it served as a line of defense from the attacks of the Libyan tribes.

✓ Talmitha City

The city of Tlemitha arose during the reign of the Ptolemaic as a port of the city of Barqa, Emperor Ptolemy III named by this name in 274 BC., and the Roman influence has spreaded after 96 BC.

Water tanks that were located in that place were one of the largest tanks in North Africa, and Talmitha became the capital of Borga during Roman era during the 4^{th}. and 5^{th}. centuries AD. After the Islamic conquest, it became a military port of Europe and Africa.

Its main monuments are outside the city of Tukra, the Greek theater, the racetrack, the Ptolemaic tombs, the big tank, the Arc of Constantine, the castle of Iscasius and the Roman amphitheater.

✓ City of Tokra

Founded by the Greek immigrants in the region of the Green Mountain in 620 BC, and it became under Ptolemaic rule in the first quarter of the sixth century BC, then moved to the Roman rule in 96 BC. In the Byzantine era, the name of the city appeared in the first synod of the church in Nykipia and in 643 AD, the city was won by one the most famous Arab army leaders Amro bin Al-As that ended the Byzantine rule.

3.4. Libyan Tourism Statistics

The following table describes the tourist situation in Libya for 2007-2008.

Records	2007 year	2008 year
Total number of tourists	105.997	42.118
Number of tourist nights	266.157	237.300
Average number of nights	7 days	7days
Average tourist spending / day	80 USA $	180 USA $
Total estimated income	26.731.760 $	$ 45.133.440

Table 2. Statistics of incoming tourism to Libya for the year 2007-2008

Source: (General Authority for Tourism and Handicrafts - Tourist Information and Statistics Center)

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Table 2. shows that the total number of tourists for the 2008 decreased by 60 %, which indicates the weakness of the promotional programs, as the absence of incoming tourism to travel to Libya despite the daily spending of tourists from $ 80 to $ 180. On the other side, total estimated income increased from 26 USD million dollars to 45 million from 2007 to 2008, indicating that the incoming tourists find tourist facilities and activities that can be practiced in the Libyan tourism sector.

The following table describes the number of hotels in Libya for 2007-2008.

Table 3. Hotels in Libya 2007-2008

Records	2007	2008
Total hotels number	268	277
Total rooms number	13.638	13.916
Total number of classified hotels	62	98

Source: General Authority for Tourism and Handicraft Department of Tourism Information and Statistics)

The total number of hotels in Libya in 2008 was 277 hotels, of which (97) hotels in the capital city of Tripoli, which accounted for 35% of the total hotels in Libya.

Table 4.Tourists arriving in Libya according to Geographical Constituencies of 2007-2008.

Records	2007	2008
Africa	163	273
USA	813	559
Europe	101.288	38.772
East Asia and the Pacific	3.683	2.435
South Asia	27	19
Middle east	23	60
Total	105.997	42.118

Source: (General Authority for Tourism and Handicraft - Tourist Information and Statistics Center)

Table 4. shows that Europe ranks first among other geographical blocs, followed by East Asia and Africa.

3.5. Importance of tourism and tourism services

Tourism services today present one of the important economic sectors of the world. They are wide and spread in most areas of life and are almost indispensable to poor or rich people, and it is prominent feature of modern civil societies.

Tourism is a human phenomenon that arose from the creation of the Almighty, the earth and what is on it. It is a long history and as old as the foot of life. For a long time, man is in a constant movement between mobility and traveling in search of stability and safety, seeking his livelihood and living free from the constraints of his environment and looking for science and knowledge. The phenomenon of human movement from one place to another has turned into a social and cultural phenomenon aimed at culture, comfort and recreation.

Tourism is one of the most important international industries that generate more than 200 billion US dollars on the economies of countries which possess economic potential and provides millions of jobs. For example, tourism in the United States provides more than 5 million jobs and provides nearly 1 million jobs in Arab countries.[142]

Many have realized that tourism in the next century will be the largest industry in the world, for this reason, tourism programs, high quality services and suitable distribution outlets have been introduced that will increase the duration of the tourist's stay, as well as the provision of the advanced means of tourism promotion, which has become a priority for tourism and the hospitality industry. Given the sensitivity of the subject and the breadth of its activities and functions, the concepts of marketing service have emerged to address the characteristics and attributes of service, which made marketing very difficult and imposed special entries and philosophies suited to those characteristics.[143]

3.6. The concept of tourism according to Arab writers

Experts and researchers have defined tourism and there were many different1 according to the different viewpoints. These concepts as viewpoints of some Arabic analysts include:

Tourism is a social movement that is optional and related to changing the place of living as a temporary change, it aims recreation and mental and physical enjoyment.[144]

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[142] Obaidat, Mohamed, (2005), *Tourism Marketing; Behavioral Approach*, Dar Wael Publishing and Distribution, Amman, Jordan, p.17.
[143] Malaki, Hammam Samir Yacoub, (2008), *The Effect of the Market Orientation of Tourism Offices in Jordan on Their Marketing Performance*, Master Thesis, Amman, University of Jordan.
[144] Sisi, Maher Abdul Khaliq, (2001), *Principles of Tourism*, , Nile Group of Arabia, Cairo, p.35.

Tourism is recreational activities that are practiced by individuals from 24 hours to less than 12 months, and the moving in is not intended to be immigration or residence.[145]

The World Tourism Organization has defined tourism as "a humanitarian activity and a social phenomenon related to the movement of individuals from their permanent residence to areas outside their communities for a period not less than twenty-four hours and not more than one full year for the known purposes of tourism except for study or work."[146]

Tourism presents traveling from one place to another (foreign tourism), or traveling in the same country (internal tourism) for a period of not less than twenty-four hours and may be for cultural, religious, sports, social or other purposes. [147]

3.6.1. Services concept

There are great theses on the concept of services, but they did not agree on a unified definition, considering the difficulty resulting from the variation in the types and fields of services and growth in their sectors. There are different definitions for services such as, services are intangible economic activities, present a performance that is achieved through a process of meaningful interaction that meets the expectations of the customers and does not result in a transfer of ownership.[148]

It is also any act or performance that a party may achieve to another party whose substance is intangible and does not result in the ownership of anything and may be linked to something material or maybe not.[149]

Services concept is also an intangible product aimed at satisfying the needs and desires of the consumer and achieving certain benefits.[150]

It is defined as an intangible product that contains a performance that results an intangible benefit that is difficult to own.[151]

Lovelock (2004) defined the service as an activity or performance performed by a person or a machine to another person (one part to another). This activity is inherently intangible and does not result in ownership or possession of material thing.[152]

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[145] Al-Zouka, Mohamed, (1992), *Tourism Industry from a Geographical Perspective*, Dar Al-Maarefah Al-Jameeya, Alexandria, p.39.

[146] ...b, Muhammad Munbar, (2002), *Tourism Media*, Dar Al-Fajr Publishing and Distribution, Cairo, p.22.

[147] Ahmed, P. Rafiq, M. (2003), Internal marketing issues and challenges. *European Journal of Marketing*, 37(9), 1177-1186.

[148] Al-Nuaimi Qassem and Mansour Jemen, (2005), *Tourism Development in Syria*, Tishreen University for Studies and ...entific Research, Vol. (27) No. (3), Damascus, p.82.

[149] Kotler, P. (2003), *Marketing management* , Prentice Hall., Inc USA, p.193.

[150] Almsaid Zaki Khalil(2006), *Marketing and Application of Services*, , Dar Al-Mahah for Publishing and Distribution, Amman, p.210.

[151] Lancaster, Geoff & Massing ham, (2001), *Essentials of marketing* , 2nd. Ed, Mc. Graw Hall, Inc., p.206.

Skinner defined the service as "an intangible product that provides benefits to the consumer as a result of the use of human or mechanical energy and cannot be acquired or consumed."[153]

The service, according to the modern concept, results from activities and processes whose outputs are intangible. This means the ability of service provider to define accurately the dimensions of the marketing mix elements in order to narrow the gap between the service provider and the customer.[154]

Based on the above, we can conclude the following:[155]

1- The service is a set of economic activities that produce value and provide the beneficiary with the required benefits.

2- The service is intangible activities aimed at satisfying the desires and needs for a payment of a certain value.

3- It is an activity carried out to satisfy the need or desire and it does not result in possession the thing.

4- Services are widely understood and it is difficult to use without frequently complementary goods. For example, air transport at first appears to be services only, but the comfort of the traveler may be combined with the provision of meals.

5- Service is an activity provided by a party (the organization or its representative) to another party (the client or tourist) through mechanical or human efforts or both, which results in a moral benefit that is difficult to acquire.

3.6.2. Importance of tourism services

The importance of tourism services in various fields has become evident at the present time; its importance is in the following aspects:[156]

1. Maximize the economic and social output with protection of natural resources and tourism resources.

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[152] Lovelock, Christopher. And Wirtz, J, (2004) *Service Marketing, People, Technology, Strategy*, Pearson Prentice-Hall International Inc, USA, p.26.

[153] Skinner, U.,(2003), "*Research Methods for Business: A Skill-Building Approach*", John Wiley Sons, ISBN, U.S.A, p.58.

[154] Mugablah , Ahmed Mahmoud, (2007), *The Tourism Industry*, Dar Al Kanooz Knowledge for Publishing and Distribution, Amman, p.37.

[155] Al-Omari, Radwan Al-Mahmoud, (2015), *Principles of Marketing*, , Dar Wael Kushar and distribution, Amman, p.68.

[156] Al-Tai, Bashir Eid Al-Nabi, and Al-Baqer Bashir Abbas, (2009), *Marketing Services: Strategic Approach, Functional Applied*, Alnasr publishing, Amman, Jordan, p.261.

2. It became one of the main activities of people contributed to the evolution of life in terms of technological and cognitive development, which made life easier.
3. Promoting cultural aspects and preserving the effects and culture of nations and peoples.
4. Contribute to support the economy, attracting hard currency and providing jobs.

3.6.3. Elements of Tourism

Tourism as an industry involves many elements, the most important of which are: [157]

1. The components and resources of tourism (historical, natural, religious)
2. Tourist equipment's.
3. Tourist services (basic and back-up).
5. Transport and communication services.
6. Tourist promotion.
7. Tourist demand.

3.6.4. Characteristics of tourist services

Tourist services are characterized as intangible and difficult to express materially, unlike the commodity, making the process of marketing more difficult, and therefore we need the skills of marketing unconventional and additional to attract attention and convince the public. As a result from those characteristics that characterize the services appears different challenges and difficulties in marketing, these characteristics can be reviewed as follows:[158]

1. Service elements are intangible, which produce value for the tourist.

This characteristic is the main characteristic that distinguishes services from goods. Intangible means the inability to use the five senses (taste, touch, hearing, sight, smell) and thus cannot be assessed materially so that it is selected on the basis of reputation, advice and experience rather than on the basis of physical selection. Thus, the service providers' effort appears to inform the beneficiaries of the fact of service and its importance. Therefore, many tourism service organizations adopt marketing strategies to make service perception through service embodiment based on tangible equipment and facilities[159]

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[157] Iman, Asya Mohammed, Awad, Ibrahim Khalid, (2002), *Management of tourist facilities*, Dar Safa for publication and distribution, Amman, p.151.
[158] Al-Rahimi, Salim Ahmed Saleh, (2007), *The Role of Travel and Tourism Offices in Promoting Tourism Services in Libya*, Master Thesis, Tripoly, p.43.
[159] Lovelock. Christopher,(2001), *Services marketing,* prentice hall, New Jersey, p.258.

Tourist service organizations often have tools used to provide services to tourists such as computers, hotel rooms, offices, ATMs, etc. These are tools to provide service rather than the service itself[160].

2. Provided service cannot become tourist's property

The service is an automatic or human effort or both that offers a certain benefit that satisfies the need or desire of the tourists and does not result in the purchase of a tangible property. It is also an activity that achieves value or benefit from one party to another and is a process of interaction aimed at satisfying the public's need. For example, enjoying tourist the hospitality services of a hotel this does not allow him the right to own a bedroom in the hotel, but he has the freedom to use the services provided temporarily.[161] [162]

3. Tourism service is ephemeral and can't be stored.

Because tourism services are a performance or effort to benefit from the moment of submission, the tourist organizations are ready to provide service to their customers (requests), and if the request for service by the public is reduced, then the tourism service may be in critical condition, as they cannot produce and store services to demand, as the requirements of the provision of tourist service is tourist presence to the service organization and the provision of service, otherwise service cannot be provided.

The equipment, facilities and human resources of the tourism service organization are the source of productivity and are ready at any time to provide the service, and any reduction in demand in a given period of time leads to the loss of the organization to part of the profits. Therefore, tourism organizations resort to some marketing methods (promotional or pricing) intending to stimulate or postpone the demand for tourism services to balance the available energy and the volume of demand, thus achieving the expected revenue.

This characteristic in tourism service organizations produces marketing challenges that require marketers to modify or change the marketing mix strategy and this is what happens in organizations, especially tourism and hotels.[163]

4. Tourist may be involved in providing tourism service

Services may be produced and consumed (and customer gets benefit) at the same time, unlike the item which is produced, stored and sold. But, when the tourist request to service he

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[160] Tai, Hamid, (2006), *Origins of the Tourism Industry*, Aldar for distribution, Amman, Jordan, p.12

[161] Parasuraman, A, Zeithaml, V, & Berry, L., Multiple item scale for measuring customer perceptions of service quality. *Journal of Retailing,64(1)*, 12-40.

[162] Al-Bariari, Nizar Abda for Majid, Al-Barzanji, Ahmed Mohamed Fahmy, (2004), *Marketing Strategies: Concepts, Foundations*, Dar Wael Publishing and Distribution, Amman, p.83.

[163] Shoura, Mohamed, (2011), Market division and building the mental status of services, *Mu'tah Magazine for Research and Studies*, Amman, Volume (16) Issue (6).

becomes a part of the service, so when the act of production and consumption happens at the same time, the tourist plays a role in the process of receipt, transfer, distribution or intervention in defining their characteristics and specifications. For example, the person attends the hotel himself, and he is part of the process of providing the service, he may have special requests such as addition of tools to the room or request a special type of food or other. This means that it is not possible to separate the production of the service from its consumption, and that the presence of the tourist is one of the conditions of providing tourist service.[164]

The state of information technology has contributed significantly to changing the pattern of the relationship between the provider and the tourist, which has facilitated the process of obtaining some parts of the services without having to come to the place of service, such as an automated answering service and request for services and payment services.[165]

5. The human element (workers) is part of the tourist service product.

The distinction between tourism organizations is often the result of skilled workers and their ability to deliver services well, and this is most evident in high-contact services, including tourism services.

The communication between the service provider and the tourist is an interactive process affected by the nature of the mental state (mood) enjoyed by the service provider at the time of request, and therefore the different circumstances experienced by the service provider means different abilities to provide the service. For these reasons, tourism organizations should pay attention to the human element through training, motivation and providing a work environment that contributes to the satisfaction of employees and make them in a good psychological state.[166]

6. Variability in the level of operational quality outputs.

Due to the inability of tourism organizations to set strict standards for the performance of workers because of the reliance on behavior that cannot be controlled or stereotyped, for that reason it is difficult to obtain the same level of quality of services in all cases because of the association of services to human performance as a main tool to provide the service. This performance is influenced by internal or external environmental variables in an individual's life. In industrial organizations that rely on production processes of industrial machines, it is possible to obtain the same level of quality in the commodity. Therefore, many tourist organizations try to eliminate the problem of varying the quality of their services from time to time and from person

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[164] Cronin, j. j, &Taylor, S. A. (1992), Measuring service quality: Are examination and extension. *Journal of Marketing*, 56(3): 55-68.

[165] moor, Hani, (2004), *Marketing Services*, Dar Wael Publishing and Distribution, Amman, Jordan, p.71.

[166] Palmer , A, Beggs, R, & Keown McMullan, C. (2000), Equity and repurchase intention following service failure. *Journal of Services Marketing*, 14(6), 513-528.

to person, using the machine as much as possible in the provision of services such as electronic booking, electronic dining halls and electronic rooms that rely on electronic cards to use the services of those facilities.[167]

7. Difficulty assessing quality of service by tourists.

The services are intangible and not aware of the natural senses, in addition, most of them are provided through the human element, so this presents difficulties in assessing their quality. Many cases of quality assessment of services are more related to the methods of submission and behavior of the provider which distracts the attention of tourists towards evaluating the method of service delivery, which often overwhelms the ability of the tourist in assessing the quality of service, resulting in non-objective assessments of the service.[168]

8. Importance of time in providing tourist service

In the case of goods you can get them from the distribution place without waiting, they are ready for the moment of demand, on the other side you need to wait for the tourist services while producing them, which means its appearance.

In addition to the difficulty of transferring the tourist service and the consequent need to attend the applicant to the place of submission and this leads to an increase in time to obtain it. [169]

9. Distribution channels diversity of tourism service

It has been noted that commodity distribution channels are very complex and goods flow from the place of production to consumption through intermediaries (wholesalers, retailers, etc.) and these are long and expensive stages.

As for tourism services, the situation is quite different, because the modern communication tools has facilitated service distribution channels where some services can be provided by telephone, fax, or the Internet, enabling service organizations to transform the way they deliver their services to electronic means making it an advantage on the other hand and saving time, effort and quality on the other hand.[170]

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[167] 20troe Aline (1992), Direct marketing. *International marketing 44 review*. vol.55. June.

[168] Ahmed, P, Rafiq, M, & Saad, N. (2002). Internal Marketing and the mediating role of organizational competencies, *European Journal of Marketing*, 37(9), 1221-1241.

[169] Al-Jallad, Ahmed, (2012), *Origins of Modern Trends in Tourism*, Al-Malam Modern Printing Press, Cairo, p 110.

[170] Alsukar , Marwan Mohsen, (1994), *Tourism: Its Content and Objectives*, National Libraries and Documents Department, Amman, p.57.

3.7. Tourism marketing mix elements

The marketing mix of tourism services is a set of variables that can be controlled by tourist organizations and directed to satisfy the needs and desires of tourists. Figure (1)

Figure 1 Marketing service mix elements



Source: Bearden w. o. and etal. (1995), Marketing : principles and perspectives, Chicago: Irwin. p.

The traditional marketing mix consists of product, pricing, distribution and promotion, and according to Kotler, Tornet, Steven, Booms, and others,[171] they believe that the nature and characteristics of services imply that they have additional elements that maximize the satisfaction of tourists needs and service seekers, they are:[172] 1994, Gronroos).

1. Physical Evidence
2. Workers (Participating Parties)
3. Procedures and Processes

3.7. Importance and concept of tourism promotion

Promotion is one of the elements of the marketing mix and includes all the activities that facilitate the process of communication with tourists. Promotion may be used to inform and convince tourists about the service. Some services are offered to the market at reasonable prices

[171] Kotler, Philip, John Bowen and James Makens (1999) "*Marketing Hospitality and Tourism*" Prentice-Hall Inc., p.

[172] Gronroos, C. (1994). *From marketing mix to relationship marketing : Towards a paradigm shift in marketing.* Management Decision, 32(2), 4-20.

and quality, but they do not succeed because the public does not know its characteristics and advantages. [173] [174]

Promotion is a process of direct or indirect contact with tourists to provide them with information that will facilitate the purchase of the service. This means that the promotion is to contact others and introduce them to the types of services.[175]

The promotion is: "Coordination between the vendor's efforts to establish information outlets and facilitate the sale of the service or acceptance of a particular idea."[176] (Al-Aqaq and Al-Rab'a, 2002, p. 6)

It is also: "all means of communication through which the company delivers a specific message about its products to its customers." [177]

We conclude from this that the concept of tourism promotion can be presented as information activities issued by tourist organizations and directed to tourists to provide them with the characteristics of the services provided by these organizations in order to influence their behavior, attitudes and trends to become acceptable through available information and encourage orientation towards the demand of tourism services.

3.7.1. Tourism promotion objectives

Tourism promotion aims to solve the problem of lack of information for tourists, which relates to the services and prices and how to obtain it to provide a positive situation in which the tourist can accept the provided services.

The objectives of the promotion can be broadly defined by the following objectives:[178]

1. Providing information about products, clarifying the nature of tourist activities and informing tourists and providing them with the necessary information about the offered services.
2. Provide channels for feedback on the provided tourism services, where the process of promotional communication presents a relationship with the other marketing elements and with the external environment. Besides, it represents the state of exchange and

[173] Idris, Thabet Abdulrahman, Al-Gheis, Mona Rashed, (1994), *Marketing Management: Applied Strategic Approach*, Alfalah for publishing, United Arab Emirates, p.147.
[174] Alalak, Bashir, and Abdali, Qahtan, (1999), Marketing *Strategies*, Nahran Publishing House and Distribution, Amman, p.245.
[175] Abdali, Qahtan Badr, Abdali Samir Abdul Razzaq, (1996), *Promotion and Advertising*, I3, Mosul, Nahran for Publishing and Distribution, 76.
[176] Allawi, Wissam Ahmed Abdash, (2006), *The Effect of Promotional Policies on Export Performance in* Industrial *Companies*, Master Thesis, University of Jordan, Amman, p.37.
[177] 26- Kotler, Philip, (2001), *Marketing management,* prentice hall Inc, USA, p.25.
[178] Azzam Zakaria, Hassouna Abdel Basset, Sheikh Mustafa, (2008), *Principles of Modern Marketing: Between Theory and Practice*, Dar Al Masirah Publishing and Distribution, Amman, p.251.

interaction between the tourism organization and tourists through a process of exchange of marketing information.

3. Effect positively on the behavior of tourists by changing or modifying their convictions about the provided services.
4. Remind tourists and get them to re-apply for service.
5. Increase the level of loyalty towards provided services, nevertheless deepening the positive attitudes towards services.
6. Tourist organizations should use promotion to compete with competitors.
7. To enhance the status of the service and its image in the minds of tourists by staying in touch and providing them with newest information about the services provided.

3.7.2. Tourism promotion elements

The promotional mix is a tool used by tourism service organizations to connect with tourists to influence their behavior, and it includes a different promotional mix tools that can be used to promote services.[179]

When using the promotion mix elements, tourism service organizations looking to apply the so-called AIDA model,[180] which means Awareness, Interest, Desire, and Action.

[179] Khatib, Shahnaz Ali, (2013) *Advertising promotion and impact on consumer behavior*, Master thesis, Damascus University, Syria, p.26.
[180] Al-Taa'i, Hamid, Sumaidaie (2007),*The Scientific Foundations of Modern Marketing: A Behavioral Approach*, , Dar Al-Yazuri Scientific Publishing and Distribution, Amman, p, 214.

Figure 2. shows the AIDA model

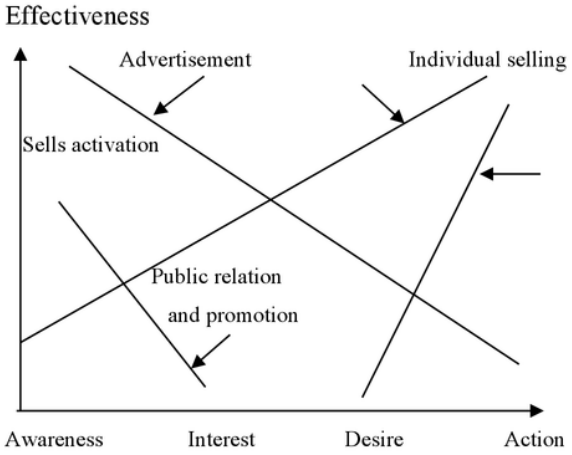


Figure (2) The impact of promotion elements on tourist response

(Source: Engel ,J. martin, w. and Thomas, k. (1991) , promotional strategy managing the marketing. communication process. 7th ed. Irwin. USA.

Where:

1. Attract the attention of the tourist by informing him about the services through various means of advertising.
2. Raise interest through showing the service advantages and benefits compared to competing services and using intensive ads or ads that contain detailed information.
3. To stimulate tourist's desire through specific advantages related to prices or to special services.
4. Finally, tourism organizations resort to relying on personal sales and encourage sales as an important tool to stimulate tourists to make decision to require the service of tourism.

3.8. Level of effectiveness

The tourism promotion mix consists of several elements that interact one with another to achieve the desired objectives. These elements are advertising, personal selling, public relations and sales promotion.

1. Advertising

Advertising is an impersonal communication process through public means of communication[181]. Advertising is provided by means of newspapers, magazines, television, radio, Internet and posters. Advertising helps to increase information about tourism services, develop positive attitudes towards it and build good relationships with clients.[182]

It was also defined as: "an impersonal means of communication between the producer and the buyer to provide the services and promote them by a paid entity."[183]

Advertising is also: "a non-personal contact process executed by an information agency against a paid fee in order to influence consumer behavior".[184]

The American Marketing Association defined the advertisement as "the non-personal means of providing ideas about services through an information agency for a paid fee."[185]

Advertising is one of the most popular means of promoting tourist services. It is a non-personal means of communication aimed at informing and convincing tourists and reminding them of the services provided by a given and paid entity.

2. Personal selling

Personal selling is a personal communication tool aimed at direct behavioral solicitation; this contact is face-to-face between salesmen and buyer with instant feedback.

It is also "the personal and verbal presentation of a good, service or idea in order to induce the prospective customer to purchase or to believe in it."[186] [187]

Personal selling is: "contacts face to face with potential buyers about the possibility of persuading them to purchase certain goods and services."[188]

Personal selling is: "The process of supplying the consumer with information and tempting him to buy the goods or service through personal contact in a reciprocal position." [189](Eitzel, Walker, and Stantou, 2006, p. 504)

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[181] Ahmad, Al-Nour Dialah, (2005), *Principles of advertising*, Al Ain, United Arab Emirates, p.25.
[182] Al-Khazami, Abdul Hakim Ahmad, (2008), *The Art of Advertising*, Dar Al Fajr Kushar and distribution, Cairo, p.14.
[183] Ghoneim Ahmed Mohamed, (2008), *The advertising*, Modern Library of Publishing and Distribution, Mansura, Egypt, p.13.
[184] Kotler, Philip. (2006), *Marketing Management*, 12th. ed., Prentice-Hallperson education International Inc., USA, p.67.
[185] Obaidat, Muhammad, (1999), *Principles of Marketing; Behavioral Approach*, Dar Wael Publishing and Distribution, Amman, p.251.
[186] Ayesh, Hadi Mahdi, (2004), *The Effect of Tourism Marketing Elements on the Image Conscious by Tourism*, Dar ALtibaah, Amman, p.61.
[187] Al-Taa'i, Hamid, Sumaidaie(2007),*The Scientific Foundations of Modern Marketing: A Behavioral Approach*, , Dar Al-Yazuri Scientific Publishing and Distribution, Amman, p, 321.
[188] Obaidat, Mohamed, (2008), *Tourism Marketing*: *A Behavioral Approach*, Dar Wael Publishing, Amman, p. 129.
[189] Eitzell Michael, Walker Bruce, Stanton William, (2006), *Marketing,* Lebanon Publishers Library, Beirut, p.504.

3. Sales promotion

Sales promotion is a connection aimed at achieving temporary incentive to tourists by providing added value in the service, to increase sales in a specific period of time, where service organizations use many means to activate their sales, in hotels, for example, use price discounts on rooms, offer discount on room rates and offer services or gifts in the event of a repeat visit such as two nights' accommodation at one night, or use the point system in the services of aviation, where each point points to a specific trip, and when the points reach ten, for example, the traveler gets a free ticket.

Sales activation is a variety of activities aimed at driving the sales process, by using direct impact on sales volume[190]

These means include:

Exhibitions and tourist festivals, rent reductions in certain seasons, installment, coupons and others.

Sales promotion is to undertake various short-term activities to stimulate and encourage demand for services[191]

It is also an added material or moral value to encourage purchasing behavior. [192]"

Based on the above, we can conclude that the activation of sales are temporary incentives or added value offered to tourists in a certain period of time to encourage the request for tourism service and build a state of loyalty towards the provided services.

4. Tourism publicity

The primary objective of publicity is to enhance public confidence in organizations and interest in their activities and the use of propaganda has increased due the great development in the means of communication in Libya.[193]The forms of publicity are limited to short news or photographs followed by an explanation, and publicity is often used to increase public awareness of the organization's activities and to create positive impressions and reputation.[194]

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[190] Ayesh, Hadi Mahdi, (2014), *The Effect of Tourism Marketing Elements on the Image Conscious by Tourism, Jordan publishing, Amman, p.268.*

[191] Sultan, Jalal Abdullatif, (2005), *Evaluation of marketing performance and its impact on tourism activity*, Unpublished Master thesis, Academy of Graduate Studies, Tripoli, Libya, p..42.

[192] Maala, Naji, and Al-Tai, Hamid (2003), Evaluation of Arab Tourists for the Quality of Hotel Services, Analytical Field Study, Administrative Sciences, Amman, Vol. (30), No. (1) 128_144.

[193] El-Zawy, Mohamed, (1995) Prospects for Developing Tourism Marketing Services in Libya / A Field Study on the Eastern Region, Tripoli, Libya, p.27.

[194] Matehama, J. 1993, Marketing orientation in the service of incoming tourism, *Marketing intelligence and planning journal*, vol 8 No.5.

5. Public relations

Public relations are efforts designed to influence the views and attitudes of society through socially responsible performance by connecting two parties (the organization and the public) to create a positive mental image in the public.

The aim of public relations is to identify the views and trends of tourists in a scientific way, with a view to developing special policies to deal with them. Public relations are based on interaction with the external environment, informing the public about the work done by the organization, its functions and services and providing a conducive atmosphere to forming a mental image and positive impressions to related parties, inside and outside the organization.[195]

One of the concepts of public relations is "Public relations are a management tool designed to positively influence the attitudes of others towards the organization, its products and policy"[196].

It is also an "administrative function that defines the regulatory policies and procedures related to consumers and implementation of programs that lead to their satisfaction".[197] (Al-Barwari, Al-Barzanji, 2004, p. 221)

Public relations have been also defined as: the administrative function that focuses on organizing relationships and contacts with individuals, organizations and groups in order to influence the public opinion related to the organization and to create mutual benefits with the target audience.[198]

This study is characterized by the fact that it deals with the most important element of the marketing mix; it is the promotion, which is necessary in the tourism services sector, since tourism services are often available naturally, especially environmental and natural tourism, which means that promotion is the most effective element in terms of showing them to the audience of tourists both internal and incoming tourists.

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[195] Bahammam, Omar S. (2006). Tourism Planning for Sustainable Development for Coastal Areas the Case of Saudi Arabia, *Journal of the Gulf and Arabian Peninsula Studies*, Vol. 11.
[196] Eitzell Michael, Walker Bruce, Stanton William, (2006), *Marketing,* Lebanon Publishers Library, Beirut, p.549
[197] El-Naggar, Farid, (2000), *Competition and Applied Promotion, Corporate Mechanisms for Improving Competitiveness*, Egyptian center for publishing, Alexandria, p.19.
[198] Arans, William, (2002). Contemporary advertising, Mc. Graw hill Irwin, eight edition, USA, p.337.

CHAPTER IV. THE IMPACT OF E-COMMERCE IN DEVELOPMENT TOURISM SECTOR IN LIBYA

E-commerce is one of the modern methods applied to perform changes in organizations, especially in relation to stimulating rapid technological developments. Organizations nowadays are supposed to adopt the latest technologies in order to change their performance efficiency. This study identifies the effects of e-commerce on travel and tourism sector in Libya. The study is based on seven hypotheses and is closely related to the impact of electric commerce, as a significant instrument leading to changes, on the ability of travel agents and travel companies in the development of services, increased market share, accessibility of service, time efficiency and productivity as well as cost effectiveness. The study includes oil independent factors and fixed factors.

Electronic Trade is seen as an independent factor and the development of the service, market share, time efficiency, productivity, service accessibility, promotion of the service, costs of provided services, distribution, etc. In the end, the study findings reveal that there is a close relationship between the implementation of electronic commerce, as a tool to perform changes of performance, and travel agents, considering the contribution to rapid development of services, increased effectiveness, promotion of services, increased market share of these organizations. Finally, the study recommends the need to apply e-commerce as a required tool for performing needed changes within organizations in relation to their better performance.

4.1. The importance of study

Electronic Commerce (E-Commerce) is an element of increasing interest for many sectors. It is designed to contribute to fundamental changes within business management, governmental business and services by applying the policies and procedures that are different than usual practices. One of its most important functions is to reduce the distance between consumers and producers in an environment without geography boundaries, as it was the case with traditional business environment, and also to enable the flow of information on a larger global scale without obstacles.

Globally, tourism sector is one of the most receptive economic sectors when it comes to adopting e-commerce applications. Often, the tourism embodied in the World Wide Web Internet is called electronic-tourism (E-Tourism). Tourism sector includes many companies related to this sector such as (hotels, airlines, tour operators, travel agents, in addition to that the tourists themselves).

Among those operating companies within this sector are travel and tourism offices and they are the fastest growing within e-commerce sector, thus occupying the central part of the tourism sector, because the Internet technology has become an essential part of the structure of the industry. But success in the future depends on the ability of these companies to identify target markets and strategic opportunities available to the survival, growth and proper application of available technology. Also, the mere presence of the web site does not mean success but it is a preliminary step necessary to enter the world of e-commerce on the Internet, where if the management information properly, the technology can help these companies to increase market share, enter into new markets, and the possibility of the development of services and upgrade them to compete in attracting customers, reduce costs and price, better promotion, and optimization technology, material and human potential.

Tourism has a great importance in the global economy and in local Libyan economy tourism because the vital role played by tourism in the local economy mainly depends on the existence of such facilities and tourism services, being the reason for the disparity in the tourism market in terms of competitiveness on the tourist attraction. Hence, it is necessary to analyze the extent to which these companies may profit from e-commerce applications as a tool for change, and the impact of operating through e-commerce and travel agents services market. At the moment, the global trend is directed to achieving business performance by using the World Wide Web (Internet) as a successful method of change aimed at achieving the objectives of working organizations in this field.

4.1.1. Arab Studies

1. Assad Hammad Abu Rumman (1997), the marketing service and the possibility of development in the tourist organizations from the viewpoint of guests, the study of "Ras Al Ain " baths spring resort in Lebanon."

The study was designed to evaluate the existing marketing services at the resort under study from the viewpoint of customers and patrons positions, which will be relied upon in the development of services in this resort. And also, the study aimed to link between the importance of division of the market with the quality of provided service, and how we can take advantage of the position of the beneficiary customer in designing suitable marketing mix[199].

[199]AsaadMousa Abu Rumman, *Marketing service and the possibility of development in the tourist organizations from the viewpoint of guests* (the study of the pools Ras Al Ain tourist resort in Lebanon), University of Mosul, Iraq, 2015, p.47.

The most important result in the study that pools appointed spring resort has prepared in a manner commensurate with the needs and hospital treatment, but lacking in the case of integration and quality of services. And also it was noted dissatisfaction of customers in respect of rates of treatment and hospitalization and this was reflected on the period of stay at the resort. Also, it shows that the use of other facilities is relatively high, as the customer prefers hospitalization and treatment at the resort without residence and that was stated by 74% of customers, and stay in hotels in the nearby resort towns because of the low prices of hotel prices compared with the resort's price which is a five-star.

One of the main recommendations of the study is review of marketing mix elements and in particular the price, because high prices of services is hindrance in attracting customers. Also, the residence should be almost compulsory when customers need to benefit of mineral water, taking into account along with the price in spa services for those who want to stay at the hotel or chalets, and also for those who frequent the resort in cases of redundancy or come with family.

2. Salim Ahmed Rahimi (1997), the role of travel and tourism offices in the promotion of tourist services in Libya.[200]The study aimed to identify the role of travel and tourism offices in the promotion of tourist services in Libya and the variables that affect them (demographic and offices variables), also indicate the extent and clarity of the concept of promoting the tourist office, and the problems they face to reach the appropriate solutions and recommendations.

When it comes to promotion of tourism programs and services, the study showed that there is a weakness in the role of tourism offices and that the promotional role of the offices is positively affected by the qualification variables for those in charge, the number of employees, the value of assets and amount of promotional expenses. While they were not affected by the age variables based on office management, the duration of their experience in management tourism work, and the chronological age of the offices.

The study also showed that there are a number of problems facing the offices such as (the competition, and the lack of complementary tourism services, poor coordination between the actors in the tourism sector, a lack of trained personnel to work in the tourism sector).

One of the main recommendations of the study: the need to clarify the concept of tourism promotion for those in charge of the management of these offices, and interest in programs for promotional tourism services, and focus on the element of personal engagements in the promotion of tourist programs.

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[200] Salim Ahmed Rahimi, *The role of travel and tourism offices in the promotion of tourist service in Libya*, Master Thesis, Fateh University, 1997, p.31.

3. Ahmed Haroun Ali Alnoaflih (1999), the impact of public policies on tourism activity in Jordan. This study aimed to know the different factors that affect the performance and activity of tourism in Jordan, and access to a way to influence the tourism phenomenon through knowledge of effects and predict the future of tourism in Jordan.[201]

One of the results of the study containing three independent variables, show that the change in tourism income is a proportional relationship, and these are tourist guides, loans for the tourism sector and loans to the construction sector and it was clear that the more spending on tourism promotion the more increasing in tourism income.

Recommendations of the study is to find a functional description of the organizations and bodies of tourism promotion, expansion of loans to the construction industry which have a strong influence in the development of this sector, while working to reduce the interest rate for the benefit of the sector, concern to of goods and services provided to tourists. Ministry of Tourism has to take care of priorities and that is promotion to tourism in Jordan because the lack of the arrival of tourists to Jordan means failure of private sector investment and also it should work on the coordination between the Ministry of Tourism and other ministries and to increase interest in tourism statistics and the study also recommends that there is need for in-depth studies in tourism.

4. Mohammed Nazir Sakka (2000), marketing via the Internet network in Syria, Reality and Prospects "An Empirical Study on the public and private sector organizations linked via the Internet network in Damascus."[202]

The goal of this study is to shed light on the services and benefits of the Internet from the marketing. Indeed, the study of the marketing of local organizations in Syria, with the entry of the Internet, and to study the potential of marketing staff, and the possibility of rehabilitation, and to contribute to the development of marketing at the international level, depending on the technical progress in the world economy and the use of modern technologies, the study of the Internet service costs in Syria compared to neighboring countries, and international and study the reality of marketing and information technology infrastructure including in marketing via the Internet

One of the results of the study that the financial and banking systems pose a major obstacle to start marketing via the Internet, and the Internet is a unique marketing tool for business organizations of any size, and also that the Internet is a two-way marketing means and entry can be negative in the same chances of being positive and unique. The outcome of study also found

[201]Ahmed Haroun Ali Alnoaflih, *The impact of public policies on tourism activity in Jordan*, Amman, 1999, p.78.
[202]Mohammed Nazir Sakka, *Marketing via the Internet network in Syria*, Damascus, 2000, p.136.

that local business organizations cannot customize site pages on the Internet via Telecommunications Foundation and the Association of informatics to start properly electronic marketing, and that the cadres that use network are well qualified but suffer from weak foreign language, and that the servers of local Internet network need higher techniques to invest all the network services.

One of the main recommendations of this study is focus on decentralization for organizations, in public and private sectors, where the studies agree that decentralization is a key factor to start marketing via the Internet, and the development of marketing via the Internet will be through teams and groups of new work not only state-owned or private, but something between them. As well as coordination between the two sectors and work on shared data banks among the various sectors of the state, and to study the reality of hardware and software in existing systems, and planning what we need for the new systems, and to study the possibility of the application of Internet services in public organizations, and the creation of cadres trained in use of Internet technologies. Also, the study's recommendations is not to focus on the negative aspects of the Internet and focus on the applications that we want, and determine a strategy for marketing via the Internet, and modify the window systems and facilitate the entry of the Internet to all business sectors.

5. Fahd Al-Khatib and Falah al-Husseini (2012), E-commerce and its impact on the strategic position of the firms, applied study on a sample of industrial companies in Lebanon.[203]The research aims to test the nature of the relationship between the influential e-commerce and strategic center for industrial companies in Lebanon. The researcher has hosed sixteen independent variable as the e-commerce operations requirements and measure their impact on the strategic center, and some strategic performance indicators for companies research sample as the competitive center and the rate of return on investment, market share and competitive advantage.

The study found a number of findings, including: a clear splash relationship between e-commerce and strategic position of the company's research sample. As the research presents a series of recommendations including: companies that rely on e-marketing and e-commerce should take care of analysis strategic performance and strategic position constantly, so as to identify the strengths and weaknesses, environmental threats, cases of bugs and shortcomings in its methods and its system.

[203]Fahd Al-Khatib and Falah al- Husseini, *E-commerce and its impact on the strategic position of the firms*, Dar Alnashr Beirut , 2012, p.237.

6. Magda Awad Huwaydi (2009), Internet marketing policies in Jordan[204]

This study aimed to analyze the reality of marketing policies in provision of Internet service in Jordan companies, through the study of the marketing mix for the sector of internet service which includes the development of service policy, pricing policy, distribution policy, promotion as well as the divided market policy.

The study concluded a number of findings, including: that the studied companies apply policy of divided market thoughtful and in effective way in terms of customer preferences and the average income.

Also, it applied the development of the service in a thoughtful and effective way in terms of providing multiple services and the development of service policy applied according to the customer. The companies also apply the distribution of thoughtful and effective way in terms of adoption the distribution in Jordan centers in attempt to deliver the service to the nearest point to the customers, also these companies select a suitable promotion mixture for their services through relying on methods of public relations and personal selling, promotion of sales and advertising, as well as development of salesmen trainings.

One of the main recommendations of the study is need to follow technological development regarding the internet in order to ensure the provision of advanced services to customers, and focus on providing services to businesses in order to persuade them to join the Web, i.e. marketing service on the Internet. The ease of the distribution process and provide information about products and services for businesses.

7. Mohammed Suleiman Awad (2013), to develop a strategy for the adoption of e-commerce applications in Jordanian companies.[205]The study aimed to develop a strategy for the adoption of e-commerce applications by Jordanian companies. The study identified the main factors for the adoption of e-commerce applications and classified in three main groups of factors: the perceived incentives, perceived barriers, and perceived benefits.

One of the most important findings of the study is that e-commerce applications used by Jordanian companies are generally low, and is limited to promotion of the company and its products, but the levels of adopting e-commerce applications that target the provision of services and the holding of electronic transactions are also very low. And applications of e-commerce by Jordanian companies is also linked to perceived incentives, perceived obstacles and perceived benefits. As the results of the study indicate, there were statistically significant differences

[204]Magda AwadHuwaydi ,*Internet marketing policies in Jordan,* Amman Publishing House, Amman, 2009, p.25.
[205] Mohammed Suleiman Awad, *Development a strategy for the adoption of e-commerce,* Altibaa Alasriyah, Amman, 2013, p.85.

between companies in terms of the level of adoption of e-commerce applications on the basis of certain demographic characteristics (size of the company and the sector to which it belongs), some of the technological characteristics (the body responsible for IT support programs and the availability of trained IT.

Based on these results it has been the development of a strategy to promote the adoption of e-commerce applications among Jordanian companies. The main dimensions of the strategy: to improve the level of awareness of Jordanian companies of the benefits and opportunities offered by e-commerce applications, and to overcome the obstacles that limit the ability of the Jordanian companies to use e-commerce applications or expand their uses, and create incentives that will lead the Jordanian companies to adopt these applications, and finally encourage companies to accelerate the adoption of e-commerce applications.

8. Ghaleb Saad Hamid, and Abdul Nabi al-Taie study (2014), evaluation of the first-class hotel sites on the World Wide Web (the case of Iraq).[206]This study aimed to evaluate the theoretical framework for the standards of web development in general, and evaluate Web sites for hotels in the sample, and a comparison based on the standards between the hotels through the distribution of a questionnaire to hotels customers in coordination with the booking official and with whom did the booking and payment online. The study found a number of conclusions:

The criteria for the effectiveness of the site, the quality of service, the content of the information, and the interface to the beneficiary affect the evaluation of the sample hotels sites on the World Wide Web. The most important recommendations of this study are interesting hotel departments to build sites on the World Wide Web, the selection of staff and efficient management of these sites, and also, the study recommends Iraqi companies to use information technology where there are knowledge, skills and capable of enhancing the effectiveness of the site, and the option, which is much better than relying on the limited capacity of the hotel itself to the management and design of the hotel's location.

9. Sami Hamid Sleman, study 2009 entitled "The impact of the use of electronic commerce on hotel services market, field study on the first-class hotels in Morocco"[207]The study aimed to identify the impact of the use of electronic commerce on hotel services market in Morocco. The result of the study is that there is a positive and relevant significance between electronic commerce and all the variables of the study affiliate of market share, geographic expansion, development of service, cost of service and channel distribution of hotel service. The

[206]GhalebSaad Hamid and Abdul Nabi al-Tai, Evaluation of the first-class hotel sites on the World Wide Web, Dar Alarab, Bagdad, 2014, p.67.

[207]Sami Hamid Sleman, "*The impact of the use of electronic commerce on hotel services market*, Aldar Albajdaa for Publishing, Rabat, 2009, p.19.

recommendation of the study is the need to adopt concept of e-commerce in the services sector due its positive impact on the performance of those organizations.

10. Hadi Almgerby (2006),[208] the study of human resources in the tourism sector in Libya ,his study was entitled "The vocational training structure of tourism in the Great Jamahiriya between reality and ambition " and the study resulted in the following findings: that the Great Jamahiriya has certain privacy reflected in slower growth in preparation of human technical staff specializes in taking a role in the development process, and this was clear in terms of the community's need for these advanced capabilities in all areas.

4.1.2. Foreign Studies

1. First study was conducted by Katherine Hill and Donald Hill. 2001,E- Commerce's Impact on the Travel Agency Industry[209]

This study examines the impact of e-commerce and other technology to the travel agent industry, as the emergence of new technology and its application, particularly by the airlines has led to a contraction in the industry, a decline in the proportion of the commission earned by agents and has also led to the customer exceeds of these agencies to get the service, which led to change the working conditions among these agencies and increased anxiety about the future of the industry.

Among the most important findings of the study that there is a clear impact on travel traditional agents of both types (large and small companies thereof), and there are expectations in the low numbers of mediators of these agents and a change in behavior towards an open market policy, and also that the car rental companies hotel services providers expect they will in the future simulating the airline's efforts to enhance the abilities of sales over the network through their websites and reduce the commission obtained by the travel agencies.

2. Venkatesh Shankar and Amy K. Smith and Arvind (2002), Customer Satisfaction and Loyalty in Online Offline Environments.[210]

This study is based on a set of questions of interest to managers in the services sector as follows: Is customer satisfaction and loyalty at the same level of service different than customer access to service in traditional ways, and when the customer access to service through the website on the network. If so, what are the factors that could explain these differences? The

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[208] HadiAlmgerby*The study of human resources in the tourism sector in Libya*, Dar Alnashr,Tripoli,2006, p.91.
[209] S .Katherine Hill and Donald Hill, E- commerce's Impact on The Travel Agency Industry ,submitted by: heartland information research ,inc .London, 2001, p.59.
[210] Venkatesh Shankar, Amy K. Smith , Arvind Rangaswamy,*Customer Satisfaction and Loyalty in Online Offline Environments* London, 2002, p.184.

researchers developed the conceptual framework and hypotheses about the impact of means of communication over the network on customer satisfaction and the degree of loyalty and about the relationship between customer satisfaction and loyalty.

Researchers put a synchronous model to gather information consists of two parties the first ones are the customers who have access to the service through traditional methods and the second are customers who receive the service through the website of the hotel industry.

Among the most important findings of the study that customer satisfaction through the Internet and through traditional methods is almost in the same level, but for the loyalty of the service provider is higher over the Internet, compared with traditional methods. Also, the results of the study show that there is a correlation between customer satisfaction and loyalty, where the presence of one reinforces the other, and there relationship is strengthened through using the Internet in the long term.

3. Bruce Adams (2004), he conducted a study about Hotel Companies Pushing of Brand Sites Leads to Meteoric Growth in Bookings.[211]

The report says that there is a rapid increase in the number of bookings through the Internet for hotels, and expectations for the future indicate that the Internet will contribute with 27% of the total sales of hotel rooms through the hotel's location on the network, and this percentage is increasing, and that the Internet does not affects only the sales of hotel rooms, but it has also impact on the marketing and distribution through the Internet.

4. The study by Nick Pattie (2004), Global Hotel Distribution Survey (Managing pricing and performance of channels to markets),it is a prospective study that has focused on studying the strategies followed by hotels in direct and distribution channels and indirectly in terms of the regularity pricing policies and the effectiveness of each. This study has been performed on 319 hotels in 13 countries around the world. Among the most important findings of the study that the application and development of distribution channels management strategies vary from one country to another and from one hotel to another, and more mature strategies are urging the customer to booking through direct channels and that some regions of the world began to recognize the importance of the Internet as a channel for marketing as some hotels do not have sites on the Internet.

5. The study has been carried by Gary M. Thompson and Alexandra failmezger (2005), A comparison of Hotel Room Rates and Availability Across Booking Channels.[212]

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[211] Bruce Adams, *Hotel Companies Pushing of Brand Sites Leads to Meteoric Growth in Booking*, *Hotel & Motel Management*, 2004, vol.219 ,no.17.

This comparative study is based on a comparison of hotel roomsprices and the availability when needed by the customer within the multi-channel for the service, namely, (direct contact with the hotel or through the website of the hotel itself or through a third party in this process and sites for companies specializing in bookings through the Internet). The results of this study that the websites of the companies specialized in bookings for rooms via the Internet give a lower price from the other channels, but a conflict may appear with these sites because they may show a lack of vacant rooms while provided in the hotel and this is loss for the hotel, while the search results indicate that direct contact with the hotel ensures identify the presence or absence of vacant rooms in the hotel (with a difference between it and the direct contact with the hotel in terms of the customer's time is limited, and he needs speed component) as the website saves time, but with a higher price than the rest of the channels in some cases.

One of the main recommendations of the study that the goal of converting customers to deal through the hotel's location-mail may be by giving lower prices through the website and increase customer awareness of the benefits of booking through the site, which will ensure that the hotel service distribution channels controlled

4.2. The importance of study

Electronic Commerce (E-Commerce) is of interest to many sectors, it is likely that they will contribute to a fundamental change in the nature of the business management process, governments business and the delivery of services through the policies and procedures that differ from traditional practices. Among it's most important function is reducing the distance between producers and consumers in an environment where there are no geography boundaries as it was in the traditional business environment, and also the flow of information on a large global scale without obstacles

Globally, tourism sector is one of the most receptive economic sectors to the idea of adopting e-commerce applications, and often tourism embodied in the World Wide Web Internet is called electronic-tourism (E-Tourism). Tourism sector includes many companies related to this sector such as (hotels, airlines, tour operators, travel agents, in addition to that the tourists themselves)

Among those operating companies within this sector are travel and tourism offices and they are the fastest growing in the field of e-commerce and occupy center stage within the

[212]Gary M. Thompson and Alexandra failmezger, *A comparison of Hotel Room Rates and Availability Across Booking Channels*, New York, 2005, p.27.

tourism sector, because the Internet technology has become an essential part of the structure of the industry. But, success in the future depends on the ability of these companies to identify target markets and strategic opportunities available to survival, growth and proper application of available technology. Also, the mere presence of the web site does not mean success but it is a preliminary step necessary to enter the world of e-commerce on the Internet, where if the information is managed properly, the technology will help these companies to increase market share, enter into new markets, develop its services and upgrade them to compete in attracting customers, reduce costs and price, better promotion, and optimization technology, material and human potential.

Tourism has a great importance in the global economy and in local Libyan economy tourism because the vital role played by tourism in the local economy mainly depends on the existence of such facilities and tourism services, being the reason for the disparity in the tourism market in terms of competitiveness on the tourist attraction. Here, it is necessary to work on the study of the extent to which these companies may have profit from e-commerce applications as a tool for change, and the impact of dealing through e-commerce and travel agents services market, and the success of these companies in the promotion and development of its services and upgrade them to the competition leading to economic prosperity, because the global trend at the moment is directed to business performance through the World Wide Web (Internet) as a successful change tool working to achieve the goals of working organizations in this area.

4.3. The objectives of the study

The current trend in business performance takes place through global Internet network, especially in relation to travel and tourism, where the travel companies are rapidly progressing in the field of e-commerce and occupying central part in tourism sector, which is also one of the most receptive sectors of economy when it comes to adopting electronic applications. But when the researcher conducted exploratory study on the travel and tourism companies in Libya he found that booking and payment ratio through the website of these companies is almost 25% of the service sales provided by these companies, and in spite of that these companies use e-commerce through the company's site on the World Wide Web (Internet) in the marketing and booking and selling directly to customers, but there is still dealing with the mediators from the tour operators in the market and sell the service to customers.

The most important justification for the study is lack of researches on the impact of using electronic commerce as a method for tourism development in Libya.

The problem of the study stems of the need to know the extent of awareness of administrative leaders in the travel and tourism companies of the importance of e-commerce and use it as a tool for change within the operations of these companies and how keen the administration to adopt appropriate strategies related to e-commerce and that it is possible to serve these companies in marketing, promotion and sale of its product (miscellaneous services they provide to their customers) on a global scale. And at the same time meets and satisfies the changing needs of its customers through what could be the use of e-commerce adds to hotel services value

The subject can be expressed through the following questions:

1. Whether the use of electronic commerce as a change tool will lead to increased market share and geographic expansion in the tourism and travel service market?
2. Does the application of electronic commerce as a change tool affect the development of tourism and travel service to customers?
3. Does the use of electronic commerce as a change tool affect the increase of tourism and travel costs of provided services?
4. Is the application of e-commerce able to the lack of distribution channels to serve the travel and tourism provided to customer's terms of reducing dealing with intermediaries (tour operators) and to provide service directly through the company's website?

4.4. The study's objectives

The study aims to:

Clarify the concept of e-commerce and the statement of the importance of e-commerce as a tool for change and to direct interest in it and the determining the impact caused by the application of this technology within the operations of the travel and tourism companies, and the concept of services in general and the services offered by travel companies and e-commerce.

Study the extent of benefits of travel agents and 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 and their impact on the costs of services and the hotel deal with brokers.

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 market.

4.5. Hypotheses

Direct hypotheses were placed to answer the questions that have been raised earlier and the aim is to examine their accuracy, including:

Ha 1- There is relationship with significant differences between electronic commerce, as a method of performing changes in the relationship in travel agents companies, the increase in market share and geographic expansion in the tourism and travel service market.

Ha 2- There is relationship with significant differences between electronic commerce and developments of the service.

Ha 3- There is relationship with significant differences between electronic commerce and price of services provided to customers.

Ha 4- There is relationship with significant differences between electronic commerce and access for the service speed.

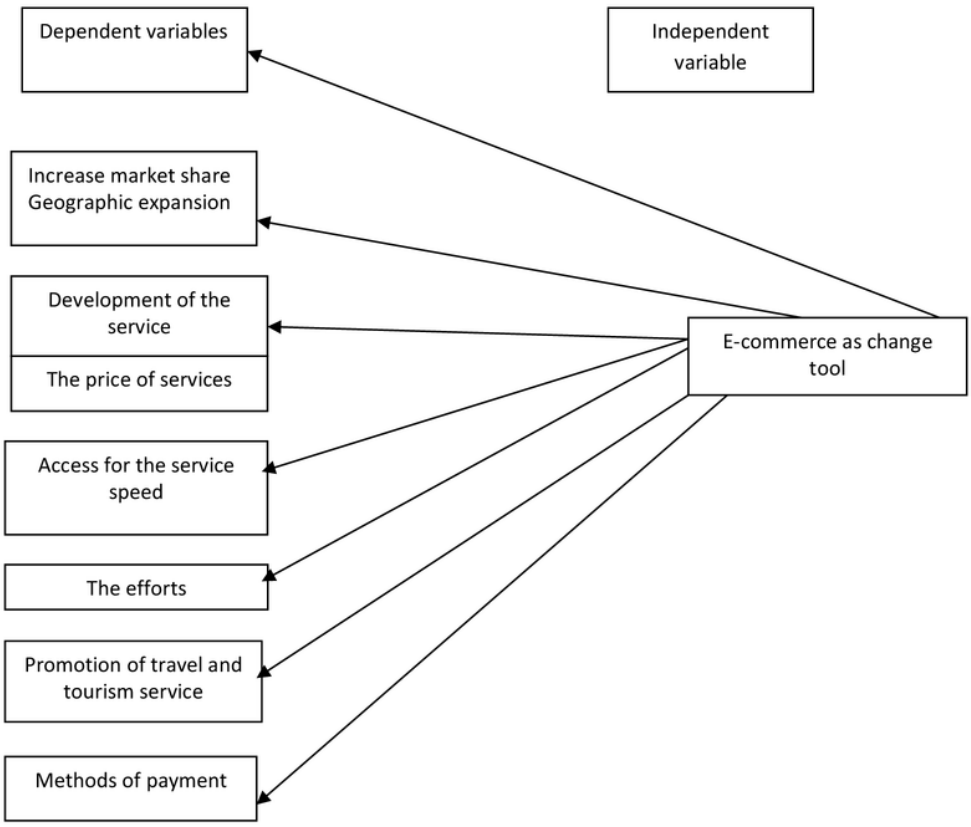
Ha 5- There is relationship with significant differences between electronic commerce and the time and effort to get the service.

Ha 6- There is relationship with significant differences between electronic commerce and promotion of tourism service

Ha 7-There is a relationship with significant difference between the application of electronic commerce and payment methods in relation to the services included in tourism and travel

Figure 2.The study sample

The following figure expresses the previous hypotheses:



4.6. Terminology definitions

1. E-commerce: is every processing trade business that involves the participants that attending a commercial operation in goods or services of marketing, distribution and sale, purchase and delivery of goods and services using electronic media including the Internet as one of the most important media, which offers new ways of doing business and leads to a reduction of the distance between producers and consumers[213].

[213]Osama Ali Magdoby, *Electronic Commerce and Tourism*, Recommendations of the Expert Conference , Rabat, 2013, p.12.

2. Increase the market share of the travel and tourism service: it is ratio achieved by the travel and tourism industry in terms of increasing in the number of customers, and to attract the largest amount of them in the current market for the hotel service through the website compared to the overall total bookings.

3. Geographic expansion in tourism and travel market means access to new markets in various countries around the world and increases the number of customers who use electronic methods of obtaining the service by dealing in e-commerce and the consequent disappearance of geographical boundaries and engage in global competition[214].

4. Development of travel and tourism service, means things what the travel and tourism company add through handling e-commerce on the travel and tourism service in order to enter the global competition, which can be through faster response in providing the service, and ease of booking operations, ease of payment mechanism, and to provide information in best regard to the travel and tourism service.

5. Price of tourism and travel service means the impact of e-commerce in the price of provided service to customers.

6. Lack of distribution channels, is the impact of e-commerce in the way or means by which the service delivery to the customer (booking and communication) by dealing directly with the travel and tourism industry through the company's website, without resorting to intermediaries to provide the service of tour operators.

4.7. Theoretical framework

4.7.1. Importance of electronic commerce as a tool for change and development

Because of rapid spread of the phenomenon of globalization and reduced opportunities at local markets, many researchers agree that strategic importance of e-commerce applications as a tool change will dramatically increase in the future to become a strategic necessity that should be adopted by most people and companies. The Internet and e-commerce revolutionized the way they do commercial activities, [215]and the Internet will be the sole basis for the establishment and

[214] Mohamed Moursi Alhariri, *Tourism Geography*, Dar Almarifa University, Aleksandrija, 2009, p.36.
[215]Mohamed Suleiman Awad, *The development of a strategy for the adoption of e-commerce applications in the Egyptian companies*, Thesis PhD in marketing, Ain Shams University for Graduate Studies, 2013, P.127.

management of any company, and every company has to use e-commerce as a tool for change to ensure the continuation and success in the future[216].

The recent intense interest in e-commerce has been caused, in particular, by obvious influence of the Internet on business, and the enormous increase in the size of the individuals who use the Internet in the world each year, corresponding to the increase in commercial applications used by companies and associated faster than the growth of any other technology emerged before in history.

The importance of Internet for trade is due to the following reasons:[217]

- The intensity in the use of Internet reflects the level of economic development: the United States of America and Canada are the first in rapid adoption of Internet while the European Union, Australia, New Zealand, Japan, the Republic of Korea, Singapore and Hong Kong are the second in the adoption of the Internet in its early stages, while individuals and companies in East Asia and China, India, Argentina and Brazil adopted the Internet in 1996. It is clear that the impact of Internet will go slowly in countries that avoid or refuse the use of Internet
- Internet is great power in the world of commerce: the use of Internet reduces the costs of communication, and reduces the length of time necessary for the marketing of goods and services, makes it possible to deliver information in digital path, reduces the shipping and distribution costs tool and allows to build stronger and wider alliances between companies.

Internet is the current rule in the world of global trade: the fact that Internet technology is able to overcome problems at high speed and reliability, it is natural to be used in every imaginable thing and apply it to exchange information and do business operations for the sale of goods and services, companies also use Internet to conduct customers surveys.

The real impact of Internet still does not appear in its final form: Internet has an impact on business management and terms of trade and political and social events, and it impacts on people who use it to contact and purchase.

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[216] Khaled Saleh Omoush, *The impact of e-commerce on supply chain management*, The case of some industrial companies in Libya, Master Thesis, Arab Higher Studies, Tripoli, 2003, p.32.

[217] Hind Moussa Hamid, *E-commerce in the field of tourism*, Arab Renaissance Publishing House, Benghazi, 2013, p.211.

4.7.2. The concept of e-commerce

Before talking about the concept of e-commerce, one should talk about things that make up the traditional trade, where it is more than just being a selling products and collecting money. The buying and selling ring consists of: identification of market needs, design and manufacture products, marketing of products, distribution, provide customer support plans and then collect the proceeds. As for the customer, the purchase will be as follows:

Recognize the particular needs (physical commodity, service, information), and then search for information related to this item or service, finding places to buy this item or service, compared to the choices in front of him before embarking on the actual purchase, for example: (price, service, commodity, etc.). In addition, achieving sales may include negotiations on the price, quantity, delivery terms, and some legal matters. But, sale stages do not end once the item is delivered or service is done, because support programs or customer service add new things in order to achieve beneficial for both parties. Customers are getting the support that maintain the performance or service in the best way, and providers of goods or services acquire more knowledge about the needs of the market. At the same time, banks and other financial institutions provide matters relating to the transfer of funds between the seller and the buyer, no matter if they are individuals or multinational companies. [218]

Once you realize all these things and processes contained in the traditional trade, you exclude from your mind the idea that traditional trade is an easy process which includes buying and selling products. Also, we should know that e-commerce is not just a simple process that involves management business process through electronic networks instead of papers, telephone, trucks, aircraft and other ways to transfer and exchange products and information.

Here, we can say that electronic products are built on the same traditional trade structure but with adding flexibility to these operations and to provide more opportunities and remove some obstacles for example: the e-commerce connected to the Internet allows software customer support to be available 24/7 throughout a week and also allows the receipt of orders and bookings at any time and in any place.[219]

In the end, the e-commerce definition is not a constant definition, even if the opportunities provided by the available technology currently need to further exploitation, there is the possibility of the emergence of more networks, software and applications technology later. Thus,

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[218] Elias Sawsan, "*Marketing of the Tourism Services*", Dar Al-Massira Publishing House, Amman-Jordan,2002, p.37.

[219] Altaei, M, "*Hotels Management and Tourism*", Dar Konoz, Amman-Jordan,2010, p.59.

we are not facing only new ways of doing business differently of its performance in the past, but we are facing with new things to be performance.[220]

Kotler and Brown gave 4 definitions for E-commerce from four perspectives[221]:

1. As for communications perspective: E-commerce is seen as the delivery of goods and services, information and funds across the network.
2. Business perspective: E-commerce is defined as using technology in order to automate business processes and workflow.
3. Service perspective: E-commerce is regarded to be a method reflecting the needs of companies, customers and management aimed to reduce service costs and improve the quality of the services provided to clients and increase the speed in the delivery of this .
4. Online perspective: E-commerce is defined as the ability of buying and selling products and information online.

World Trade Organization has defined e-commerce as "the production of products, marketing, selling and distribute it through communication networks". Another definition for e-commerce is "group of integrated business operations (products and services) that deal with all events, institutions, companies and individuals. These processes rely on electronic processing, video, audio and text and these operations are provided through the Internet, which is the primary artery or infrastructure base for e-commerce[222].

E-commerce in general: is accomplished business through an electronic format, and includes all the private business activities of goods and exchanged services over the Internet between companies or between companies and customers.

E-commerce includes : e-commerce and e-procurement.

E-commerce represents the data and information that provides the customer with information to closing the deal.

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[220] Jinwoo Kim and Jungwonlee , *Critical design factors for successful e-commerce systems,* Behavior & Information Technology ,2002, p. 185-45 .

[221] Kotler, P., Brown, J., "*Marketing for Hospitality and Tourism*", 3 rd. ed., Pearson Education, New Jersey,2003, p.252..

[222] Fahd Al-Khatib and Falah Al-Husseini, *The impact of electronic commerce in the strategic position of firms*, applied study on a sample of the Libyan industrial companies, Management Science Studies, Tripoli, 2010, p.158.

E-procurement represents the necessary technological infrastructure for data exchange and to complete the purchase of goods and services online, which provides consumer with available electronic means of issuing purchase orders or get a service.[223]

4.8. Development of product mix

The tourism product mix present programs and integrated offered tourist services, and this mix requires a permanent and continuous development process, because the tourist service is linked to satisfying the ever-changing tourists needs and desires, so it was definitely on companies and to ensure the survival and continuity in the market that is working to develop programs and mix their provided tourism services in order to retain their customers through the following:[224]

- Improvements in the components of tourist service and performance, such as the quality of provided service and develop a way to provide without making substantial changes to the service itself.
- Add a new tourist service were not exist before.
- Expand the current scope of service to new sectors and markets: through expansion in the provision of tourist services in new markets and geographic regions that did not provide a service previously.
- Adding a new tourist service complements the existing service, this means adding complementary services needed by tourists while they benefit from tourism programs as insurance services, banking and protection ... etc.

Most tourist organizations seek to differentiate their products because of the increasing emergence of similar products and programs, which led to confusion in tourist's selection and differentiation between various programs and products in the tourism market which is exposed to intense competition process.[225]

Most of the tourist organizations have resorted to differentiate their products in several ways, including trademarks, or through commercial personal or business names

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[223]Muhannad Sahawneh, *Basis of application of e-commerce in small and medium enterprises*, Scientific Society, Amman, 2003,p.17.
[224]Embarek Ali Abdul Rahman, *The impact of public policies on tourism activity in Libya*, unpublished Master Thesis, Faculty of Economics and Administration, Benghazi, 2013, p.68.
[225] Mohamed AbassAlhwary, *Administration agencies and tour operators*, Dar Baraka for publication and distribution, Benghazi, 2013, p.147.

4.9. E-commerce and travel agents

Taking into account the economic importance of tourism for many developing countries, especially its role in creating jobs and being a major source of foreign currency, the need to maintain competitiveness and increase the competition by adopting optimized applications for e-commerce is quite essential for these countries.

It can be concluded that the tourism sector is one of the most suitable service sectors that can be applied to the field of electronic services for the following reasons:[226]

- The tourism product is a compound product consists of more than one item, so it can be converted into a comprehensive product this means Package Tour that contains element of transportation and accommodation, subsistence, tourist attractions, and send it to the client through the use of the Internet.
- Tourism product depends in the first place in the process of selling and marketing, to highlight in a good image that fits with the client's wishes, as well as highlighting its added value to encourage the customer to purchase and therefore the added value is one of key factors that depend on projects within tourism as a competitive advantage characterizes their tourism product of all other products offered by tourism competition projects.

Many experts expect rapid spread and success of e-commerce application in the field of tourism, and believe that the tourism sector will precede many other areas in terms of application of e-commerce. This is due to several factors, the most important:[227]

- The tourism consumer can get now all the data and information needed for flight times and prices, as well as hotels and prices, as well as parking spaces and rental prices etc, all through the Internet.
- The tourism product is a high-cost product compared to other products on the Internet (books, flowers, toys, children ... etc), so the consumer needs to make many comparisons between the various tourist sites in terms of price and provided service and there is no doubt that the Internet give him this possibility on a very large scale, without having to move from one place to another

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[226] Hamid Abdul Hamid salamah, *Impact of using e-commerce for hotel service market*, a field study on the first-class hotels in Libya, Dar Altibaa Alarabija , 2009, p.106.

[227] Saad Yassin, Bashir Allaqi, *E-commerce*, Dar curricula for publication and distribution, Tripoli, 2014, p.47.

- The tourist service featuring easily transported and delivered from the product to the consumer via the Internet, for example, delivery of airline tickets using the electronic E- tickets, as well as the delivery of the special exchange coupon of booking a hotel "Hotel Voucher" via e-mail and so on.

Since the price and the services provided to the customer during the booking process are important factors to compete, but the tourism producers and intermediaries are competing increasingly for the confidence that exists in the mind of the consumer, and that by focusing on the quality of the information, provided to the consumer, as the industry of tourism realized that the Internet can saturate the necessary information needed at different stages of the life cycle of tourism much better than any other technology.[228]

The fact that is difficult to deny in the tourism industry today is "If you were not dealing through the Internet, you're not part of the sale process, and spatial dimension of your company is not a problem if you have a website that is characterized by modernity and innovation, which will enable you to access to global markets. You do not lose when you've turned on your network; network, you lose when you're not involved.

4.10. The tourism industry is changing

Internet leads us to two things (new ways to meet the changing behavior of consumers, where they are less loyal and willing to take more vacations but for a shorter period, and also the length of time between making a purchase and consumption decision is decreasing), and the other thing is (IT or tourism sector information), this subject depends on another strategies to generate addition value to the tourism product:[229]

- Value extraction: by raising the efficiency or effectiveness and reduce costs, for example providing certain processes, such as the possibility of verification of booking at the hotel by consumers or check booking airline by travelers.
- Value capturing: through information about sales or customers, for example prospecting for information in order to predict and assist in the development of plans by the management and marketing support plans.

[228] Khaled Mkabnah and WisalAlhaj, *Industry of Tourism*, Dar Wael for Publishing , Amman, 2014, p.249.
[229] Tariq Ali Abdel Aal, *E-commerce (concepts, experiments, technological, financial, marketing and legal dimensions)*, University House, Cairo, 2012, p.71.

- Value adding: through a combination of product and service packages to create a richer product, for example a new quality of service provided to the consumer by linking mobile phone services with the Web site to provide tips for tourists while traveling.

4.11. The study methodology

- **Study Boundaries**

a. Place Boundaries, Travel and Tourism Companies in Tripoli, Libya. Tripoli has been chosen as the most suitable and closest to achieve the study objective and its main hypotheses

b. Time Boundaries, The duration of the study started by defining its topics and directions and ending with the achievement of its goals from November 2015 to March 2016

c. Human Boundaries,Study population represents travel and tourism companies agents operating in Tripoli society and of the number 374 out of 439 offices deployed in Libya according to the classification of the Ministry of Tourism in Libya that deal in e-commerce.

I have distributed 120 questionnaires in Tripoli, (110) were retrieval(91.7%).

- Study Method

The study adopted descriptive analytical method, as the logical analysis based on the theoretical side of the study and field method, while the analysis and statistical reasoning was the basis of the applied side.

- Styles of Data Collection

The collection of data and information required for the completion of the study included a number of methods, such as:

A - Theoretical aspect: The theoretical side of the study was based on several sources:

- ✓ Arabic and foreign books, literature and periodicals. - Research of Arab and foreign conferences.
- ✓ Master and doctoral thesis and International Information Network

B. The practical aspect: The following methods have been adopted

- ✓ Personal interviews: included direct questions to obtain some of the answers from the sample and explain some ambiguous things to ensure

accuracy in the answers, these interviews have contributed to these interviews to obtain information reported by the study, on the other hand made the staff and workers the concept of electronic commerce and marketing costs, .that helps me in applying the practical side

- ✓ Official sources: In my researcher I relied on the records of the companies-travel agents and the availability of documents and statistics in order to obtain the data and information required to serve the trends of the study.
- ✓ Questionnaire: Due to the nature of the study and the need to apply it to the travel agents, I found that the questionnaire form is the most appropriate tools that achieve the objectives of the study as it presented the respondents with questions consistent with the hypothesis of the study and it main objectives.

The study aims to identify the impact of use of e- electronic on travel and tourism companies in Libya which results can be generalized on travel and tourism companies doing e-commerce as the following table that indicates:

Table 1. Number of travel agents offices geographically distributed

Place	Number of travel agents	Ratio
Tripoli	374	85.2%
Alzawijah	7	2%
Alzintan	10	2.3%
Misrata	13	3%
Benghazi	31	7.1%
Others	4	0.4%
Total	439	100%

I have designed special questionnaire to achieve the objectives of the study as a tool to collect data in order to study. Questionnaire was divided into seven sections, each section defines part of the hypotheses of the study.This questionnaire has been distributed to(120) Travel and Tourism Companies in Tripoli, the number of travel and tourism agents where (374) Offices of total (439) Travel and Tourism Offices. And (110) questionnaire were restore by retrieving the amount of approximately 92%, and arbitration of questionnaire has been provided by university

professors, specialists in statistics and marketing, and a weights were given to the answers of respondents according to the following Table 2.

Table 2.Likert's scale Quintet

Totally disagree	Disagree	Neutral	Agree	Totally agree	Answer
1	2	3	4	5	weight

I have conducted Gronbachs Alpha test that demonstrates the reliability coefficient for each question from the questionnaire and realistic resolution where the result was statistically acceptable and has reached 96%.

I have analyzed the collected data through the questionnaire and test hypotheses using SPSS statistical analysis system, and the statistical techniques have been used to measure the relationship between the variables of the study.

Hypotheses testing

Table 3. Test results (One -Sample T- Test)

Tcalc.	T tabulated	T Sig	Df	Mean	St. dev.
7.55	3.39	0.000	109	3.34	0.76

First hypothesis

Data in the table show that the resulting calculated T value is higher than tabulated value as well as (Alpha) value is less than 0.05, and since the decision rule is to accept the null hypothesis (Ho 1) if the calculated value is less than tabular and rejected null hypothesis when the calculated value is higher than the spreadsheet, and therefore, we reject the null hypothesis and accept the alternative hypothesis (Ha 1) that leads to use of electronic commerce to increase market share and geographic expansion in the travel and tourism market.

T calculated	T Tab	T Sig	Df	Arithmetic mean	St. dev.
8.38	3.63	0.000	109	3.04	0.86

Table (4). Test results (One -Sample T- Test) second hypothesis

We find in table (4) that the value of calculated T calculated is higher than the tabulated (T) value, and that the value of (Alpha) is less than 0.05, which means rejecting the null hypothesis (Ho2) and accepting alternative hypothesis (Ha2) to the effect that the application of e-commerce leads to the development of travel and tourism service.

Table (5). Test results (One -Sample T -Test) third hypothesis

Tcalc.	Ttab.	T Sig	Df	Mean	St. dev.
6.39	3.27	0 0.00	109	3.16	0.80

We find in table (5) that the value of calculated T is higher than the value of tabular T, and that the value of (Alpha) is less than 0.05, which means rejecting the null hypothesis Ho3 and accepting Ha3 alternative hypothesis to the effect that the application of electronic commerce affects the price of travel and tourism service.

Table (6). Test (results One -Sample T- Test) fourth hypothesis

Tcalc.	Ttab.	T Sig	Df	Mean	St. dev.
7.18	3.51	.0	109	3.82	0.73

We find in table (6) that the value of calculated T is higher than the value of tabular T, and that the value of (Alpha) is less than 0.05, which means rejecting the null hypothesis Ho4 and accepting the alternative hypothesis Ha4, to the effect that the implementation of electronic commerce leads to access for the speed of travel and tourism service.

Table (7). Test results (One- Sample T-Test) fifth hypothesis

Tcalc.	Ttab.	T Sig	Df	Mean	St. dev.
8.96	3.50	0.000	109	3.80	0.86

We find in the results in Table 7 that the value of calculated T is higher than tabular value and that Alpha value is less than 0.05, which means rejecting the null hypothesis Ho5 and accepting the hypothesis Ha5, to the effect that the application of electronic commerce affects the lime and effort expended for tourism service and travel.

Table (8) Test results (One Sample T-Test) sixth hypothesis

Tcalc.	Ttab.	T Sig	Df	Mean	St. dev.
6.55	4.26	0.000	109	3.76	0.79

We find in the results in Table 8. that the value of calculated T is higher that tabulated value and that Alpha value is less than 0.05, which means rejecting the null hypothesis Ho6 and accepting the alternative hypothesis Ha 6, to the effect that the application of electronic commerce affects the promotion of the service of tourism and travel.

Table (9). Test results (One Sample T- Test) seventh hypothesis

Tcalc.	Ttab.	T Sig	Df	Mean	St dev.
8.95	3.49	0.000	109	4.16	0.87

We find in the results in Table 9 that the value of calculated T is higher than tabulated value and that Alpha value is less than 0. 05, which means rejecting the null hypothesis Ho7 and accepting the alternative hypothesis Ha7, to the effect that the use of electronic commerce affects the way of payment of the service and travel.

4.12. Results of the study

1. The study showed that all travel agents involved in the study are related to the Internet and they all have their own website selling the products.

2. The study showed that there are significant differences between using electronic commerce and the capability of increasing market share and expanding geographically within domestic and international markets relationship.

3. The study showed that there is a relationship between the use of e-commerce and the ability to develop tourism and travel services.

4. The study showed that there is a relationship between the use of electronic commerce and the travel and tourism service price.

5. The study showed that there is a relationship between the use of electronic commerce and the speed of access for the travel and tourism service.

6. The study showed that there is a relationship between the use of electronic commerce and the time and effort expended to get the travel and tourism service.

7. The study showed that there is a relationship between the use of electronic commerce and the ability of travel agents to step up promotional campaigns to serve the travel and tourism.

8. The study showed that there is a relationship between the use of electronic commerce and the method of paying the travel and tourism value of the service.

C O N C L U S ION

In this paper, we dealt with the characteristics of the market tourism. It is a process of offering goods and services, in accordance with the quality of market. The market tourism can be seen as a meeting between sellers and buyers or between supplies and demands, because the tourism market is a part of goods market. The tourism market depends on the concept of economic laws for goods production which appears in the form of products or traditional industries. In the tourism market you may request and offer services and goods that will be accepted by tourists.

Since other market sectors have characterized feature, the tourism market is also characterized by the diversity of the markets and depending on demand and depending on the provided service, as well as another factor interferes to determine the quality of these goods and that is the time.

Considering the situation and problems faced by the tourism sector in the framework characterized by elements of promotion tourism industry, since this sector has a great effect on income-generating opportunities and solving the problems of unemployment and raising the profile of the economy, we can mark a number of recommendations which can bring development plans and the ability to implementation that should characterize such as:

1. Identify responsible authorities in order to deal with environmental protection and development of their resources by establishing coordination between the Ministry of Tourism and the Ministry of Environment for the purpose of maintaining historical heritage (the effects of museums and tourist sites, archaeological and religious), which represents the requirement of environmental protection and development.
2. Developing small craft industries containing historical and environmental heritage, directly associated with the tourism industry in order to support and identify customized and suitable sites for tourism investment, along with providing the ways to set it up, because it has great importance for tourism nutrition links.
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, including the official and public outreach programming, as well as publishing of tourist brochures, magazines, movies, guides, maps, as well as the development of visual aids and diplomatic missions at both home and abroad, along with holding exhibitions periodically to potential private tourism in order to achieve tourism promotion. Also, the development of architectural plans are to

be included in environmental studies and population density note implying proposal to establish a Tourism Promotion Board to take upon itself the task aimed at requiring the development of an integrated database for the purpose of ensuring availability of accurate basic data and elements of tourism and its components.

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 organized organically to operate as marketing trends able to keep pace with the rapid development of international tourism relations. This requires the selection of efficient elements and trained and specialized manpower.
7. Allocate necessary financial resources in order to initiate the advancement of tourism in the development plans and programs and development thorough comprehensive survey on the tourism potentials, and also to ensure the participation of national and foreign experience in this regard as well as support material resources of the General Authority for Antiquities and Museums and manuscripts in order to enable it to develop archaeological sites list to a decent level and increase the number of regional archaeological museums.
8. Improving the situation of 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 cultural 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 tourism to foreigners through a comprehensive awareness campaign characterized by information about the important archaeological sites that reflecting civilization and historical depth.

Although the State might have numerous important tourism resources, e.g. Egypt, Iraq, Yemen, Libya and Syria, they still suffer from defaults in their marketing of resources and internal and external components. This means that the minimum efforts and marketing activities required to activate tourism movement are not yet available in the mentioned countries.

Another important factor that affects the size of the structure of the tourist offer is the case of tourist demand which expresses the presence of the need of tourism.

The third factor that affects the tourist offer is the tourist market prices and through which there is the possibility of disposal of goods and services of the highest possible price and there are other factors that affect the tourist offer in Libya, such as:

- ✓ Political factors.
- ✓ Economic factors.
- ✓ Social factors

It must be there a need to maintain and increase the competitiveness of companies and tourist agencies in the case of the strong development of competition in the tourism market, and Libya can be a competitive tourist market, since the wealth of coastal beaches, mountains, mineral baths and tourist desert etc.

All this encourages Libya to be a competitive tourism country if there is a clear and purposeful policy to achieve greater income from tourism after the oil as well as the absorption and employment the biggest human resources in this field, which is a fertile field for the absorption of technical labor or simple labor and that eliminates a large part of unemployment which represents the best use for this tourist economic side.

Another most important factor is the movement of capital from one sector to another, in order to obtain the maximum amount of profit. The other thing is doing business without the adequate specialization in tourism agencies may lead to poor tourist offer or divert the attention of consumer tourists to other countries. By this way, the Libyan productive display suffers from the problem of consumption; there is also another factor, such as the monopoly of the companies operating in tourism sector.

We have already noted that the tourism demand is influenced to a large extent by the level of cubical interior services (transportation), health care, and a network of internal and external telecommunications, evident that Libya still suffers from shortage of these factors, as well as the low number of domestic airports, international airports, since Libya has vast and varied area.

Besides, the internal and external political changes can have a direct impact on the tourism movement in Libya and this is the most important service provided to customers.

One of the services that can be displayed is ticket sales. The first step by the tourists, after he makes decision to travel, is the booking and put travel procedures and this can be provided by tourism and travel agencies. These agencies are distributed in all regions of the country in order to facilitate the contact with tourists. But if we look at the tourist agencies and their role in tourism we find that it does not exist in Libya's tourism economy.

Because, these tourist enterprises agencies must be present in most countries of the world so it could sell Libyan tourist production and promote publicity and organization of tourist trips m and out of Libya. But in Libya these agencies are doing very limited operation only inside Libya, there are no external agency working in Europe nor in the US and Asian countries, leaving the market to the other countries such as Tunisia, Morocco and Egypt.

The development and modernization of the tourism sector, and the positive results that can be achieved in advancing economic and social development may contribute to a constructive contribution to the solution of many problems, and the social security and peace in the country could lead to development tourist activities and increase the flow of financial resources of the state which increases their spending ability in various investment areas of social services. In addition to the development and creation of commercial and political relations between the state and the rest of the world, it can be said that the degree of political stability, national security and political relations between the state and other countries, Arab and foreign, can be considered among the variables that can affect the impact on tourism movement and then the income generated from tourism.

Despite the diminutive tourism revenue for the GNP, we cannot ignore the contribution of these revenues to improve the balance of payments despite the availability of many ingredients and resources that distinct tourism and this may raise a lot of questions, some of which may be related to the feasibility and effectiveness of the policies, programs and strategies of tourist movement in Libya.

In general, it can be said that the degree of political stability or national security and political relations of the state with the Arab and foreign countries, is one of variables that can directly affect the tourism movement and then the revenue generated from tourism.

Thus it can be said that despite the significant role that tourism plays in the economic and social development in many countries of the world, however, this role is still very low in Libya, despite the availability of many tourism, natural and historic resources compared to many developing and developed countries, and this therefore can raise many questions about the feasibility of tourism policies and plans in Libya.

The contribution of Libyan government in terms of tourism spending is much less in comparison to the value of this sector in the economy. The growth of tourism promotes by public spending, perhaps there is room to increase spending to boost the competitiveness of the tourism sector. This should be in accordance with the design and implementation of goods oriented policies, applied on both at national and local level.

Policies are supposed to be dealing with improving coordination between Arabic countries and other Europe countries in order to improve and expand cooperation between them. In addition, the focus toward private – public partnerships should be taken into account, especially in most Arabic countries.

Implementation of the program of tourism development must show permanency and coherence. Developing powerful national tourism management may maximize the resource of tourism to create wealth and new- jobs. Sometimes, tourism administration does not receive needed support from the State. Also, often top management changes undermine the continuity and predictability of government policy. Tourism is defined as a very complex sector of the economy, which requires direct coordination with other government strategies. This failure of powerful management has a direct influence on competitiveness of the country as a tourist destination. Therefore, it is important to be included in decision-making at the same level as other sectors.

Another important factor included in tourism development is air transport. Investments in airports, launching national and regional airlines, strengthening the existing airlines, opening air transport regulatory system, can be considered as positive signs. Several carriers in the region are among the world's fastest growing airlines. Turkey's national airline, Turkish Airlines was partially privatized, being given awards, and it continues its growth nevertheless the expansion of low cost carriers in their region, to adopt a strategy based on realizing service efficient and effective competition. Its growth was rapid; doubling the number of passengers in the period of five years between 2005 (14.1 million) and 2010 (29.1 million).

During the development of this doctoral thesis we proved the accuracy of the proposed hypotheses that voted:

1. The study showed that 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. The study showed that there are significant differences between the use of electronic commerce and the ability to increase market share and the ability to expand geographically in the domestic and international markets relationship.
3. The study showed that there is a relationship between the use of e-commerce and the ability to develop tourism and travel services.
4. The study showed that there is a relationship between the use of electronic commerce and the travel and tourism service price.
5. The study showed that there is a relationship between the use of electronic commerce and the speed of access for the travel and tourism service.
6. The study showed that there is a relationship between the use of electronic commerce and the time and effort expended to get the travel and tourism service.
7. The study showed that there is a relationship between the use of electronic commerce and the ability of travel agents to step up promotional campaigns to serve the travel and tourism
8. The study showed that there is a relationship between the use of electronic commerce and the method of paying the travel and tourism value of the service.

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