

Improving the Quality of Tourism Service by Relying on Information Technology - An Exploratory Study of a Sample of Workers in Selected Pilgrimage and Umrah Companies in The Capital Iraqi – Baghdad

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Abstract: The research dealt with the quality of tourism service through five dimensions, namely (cost - quality - flexibility - delivery time - reputation), as an explanatory variable, and also dealt with information technology as a response variable through five dimensions, which are (devices and equipment - software - applications - human resources - Communication networks). The research aimed to identify the improvement in the quality of tourism services by relying on information technology. The research community consisted of selected companies for Pilgrimage and Umrah in the capital Iraqi - Baghdad. The number of these companies was (12) companies. The research included two hypotheses to test the relationship and impact between variables. The research and results were extracted using the statistical program (SPSS). The research included the following topics: -

The first domain: - Research methodology.

The second domain: A conceptual framework for tourism service quality.

The third domain: - A conceptual framework for information technology.

Fourth domain: - The practical aspect.

The fifth domain: Conclusions and proposals.

Keywords: tourism service quality - information technology.

Introduction

The world is witnessing technological development in various fields and it has a clear impact on the work of tourism companies that use modern technologies to improve the quality of their services, enhance their competitive position, and increase market share in the tourism market. Improving the quality of tourism services has become a modern trend adopted by most tourism companies at present, especially after the development. Accelerating technology, especially in the field of communications, software, communication networks, and marketing of goods and services. With the spread of the World Wide Web (the Internet), tourism companies have begun to adopt the marketing of their services through electronic means of communication. The management of tourism companies often seeks to examine the external environment to search for available opportunities, as they must develop strategies that enable it to exploit opportunities efficiently, in addition to their ability to attract potential customers and work to retain current customers.

The first domain - research methodology

There is a group of scientific methods that are used in studying social and economic phenomena. The (descriptive-analytical) method was chosen, as the theoretical framework was adopted to describe the phenomenon so that the role of the applied framework comes in analyzing the variables of the study.

First: The research problem: -

Tourism companies face a real problem represented by the limited application of information technology and effective use of it in their departments. According to this perspective, the research problem revolved around raising the following questions:

1. Do the surveyed companies seek to adopt the dimensions of tourism service quality?
2. Do the surveyed companies seek to adopt the dimensions of information technology?
3. To what extent does the quality of tourism service contribute to raising the competitive position of the companies studied?
4. Is there a clear perception among the companies surveyed about the concept of tourism service quality and information technology?
5. What is the nature of the relationship or impact between the quality of tourism services and information technology?
6. Is there a discrepancy in the surveyed sample's answers regarding the quality of tourism services and information technology?

Second: The research importance: -

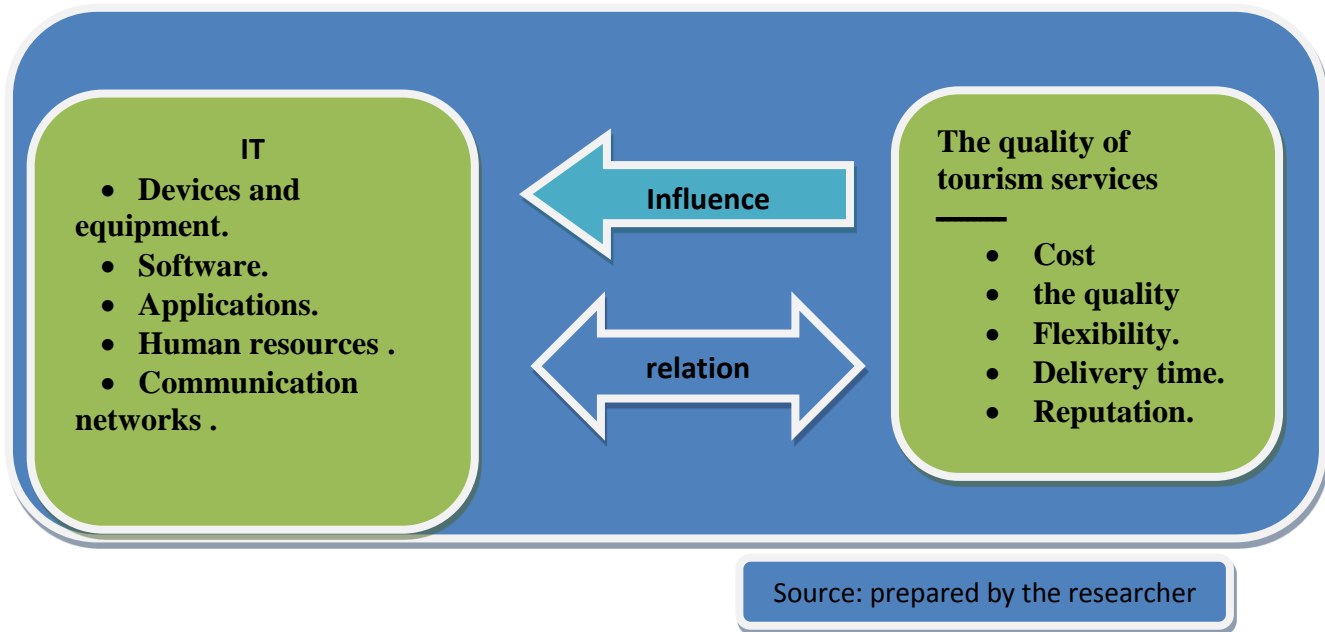
1. Scientific importance: It is demonstrated by what the answers to the questions of the theoretical research problem will reveal, as it will provide a theoretical framework that is considered a modest contribution to be added to the knowledge regarding the variables of the study.
2. Field importance: It is reflected through the application of theoretical concepts and ideas for study in the field of work, as well as testing the impact relationship between the dimensions of tourism service quality and information technology to determine the extent of their significance statistically, through which the management of the researched companies can adopt the dimensions of information technology to help them improve the quality of their services.

Third: Research objectives: The research seeks to demonstrate the improvement of the quality of tourism service by relying on information technology, in addition to developing a theoretical framework for the quality of tourism service and information technology, identifying the nature of the relationships (correlation and influence) between the two variables, trying to interpret them, and benefiting from the results in addressing one or more problems in the companies investigated. And presenting a set of proposals that effectively contribute to increasing the awareness and awareness of administrative leaders about the concept of the research variables.

Fourth: Research model:

A hypothetical research model was designed as in Figure (1), which indicates the relationship (correlation and influence) between tourism service quality and information technology.

Figure (1) Hypothetical research model



Fifth: Research hypothesis: In line with the research objectives and to test the plan, the researchers adopted two main hypotheses:

The first main hypothesis: There is a significant correlation between the dimensions of tourism service quality and information technology. This main hypothesis is divided into the following sub-hypotheses:

1. There is a significant correlation between cost and information technology.
2. There is a significant correlation between quality and information technology.
3. There is a significant correlation between flexibility and information technology.
4. There is a significant correlation between delivery time and information technology.
5. There is a significant correlation between reputation and information technology.

The second main hypothesis: There is a significant effect between the quality of tourism service and information technology. This main hypothesis is divided into the following sub-hypotheses:

1. There is a significant effect between cost and information technology.

2. There is a significant effect between quality and information technology.
3. There is a significant effect between flexibility and information technology.
4. There is a significant effect between delivery time and information technology.
5. There is a significant effect between reputation and information technology.

Sixth: Research Methodology: -

The inductive and deductive research approach was used in the theoretical aspect, relying on books, magazines, and scientific periodicals. The statistical aspect was also relied upon in analyzing the scientific aspect of the research.

Seventh: Population and research sample: -

The research population is selected companies for Hajj and Umrah in the Iraqi capital - Baghdad, which is a random sample. The research sample included a group of leaders and employees in the companies studied. The total number of questionnaires that were distributed was (70) questionnaires, and only (60) of them were retrieved for each of them. (**Delegated directors, assistant directors, and employees**)

Eighth: The research determinants: They were represented as follows: -

1. The research was limited to selected companies for pilgrimage and Umrah in the Iraqi capital - Baghdad, due to their cooperation with the researcher.
2. The research period extended from 1st November 2021 to 10th May 2023.

Ninth: Means of collecting data and information: -

The following methods were relied upon in collecting data and information for the research:

1. Seeking help from some Arab and foreign sources, as well as university periodicals, theses, and dissertations related to the research subject and searching the Internet to cover the theoretical side and support the field side with it.
2. A questionnaire was formed to obtain data on the members of the research sample, as well as data that contribute to determining the correlations and influence between the research variables. The questionnaire was prepared in light of the scientific vision achieved through surveying scientific sources.
3. Interview with some of the administrators in the investigated hotels to obtain the history of the hotels and the nature of the business they practice.

Tenth: Statistical methods: Statistical processing was done using the ready-made program (SPSS) to extract the final results and analyze them to discover the relationships and impact between the research variables.

The second domain: A conceptual framework for tourism service quality

First: - The concept of tourism service quality: Quality represents one of the most important elements of the organization’s success in gaining customer satisfaction, achieving competitive advantage, and increasing market share. It is that the good or service has characteristics that meet the desires and satisfaction of customers. These characteristics vary according to the type of good or service and the customer’s needs, that is, it means Freedom from any defects or errors that require rework or cause product malfunctions or customer dissatisfaction. In this context, quality means lower cost, in the American Oxford Dictionary as “a degree or level of excellence,” the American National Standards Institute (ANSI) and the American Quality Association (ASQC). Quality is considered the overall advantages and characteristics of the good or service, which includes its ability

to meet needs (Al-Naimi, 2009: 67). Tourism service has been known with many definitions. Some have defined it as a group of businesses that provide tourists with comfort and facilities when purchasing and consuming tourist services and goods during their travel time or their stay in tourist facilities far from their original place of residence. He described it (Al-Dewagh, 1999: 34). It is “a performative activity carried out by the consumer that includes his participation, such as use, but not ownership, of the organization’s facilities or products.”

The tourism service was described by (Al-Bakri, 2002: 13) as “services that cannot be stored or kept for a while and that the demand for them is unstable and fluctuating.” He defined it (Obaidat, 2008: 45) as “consisting of a group of symbolic, material and immaterial elements, and they cannot be transferred from one place to another of the same type and quality.”

Second: Characteristics of the quality of tourism service

1. The tourist service is characterized by the characteristic of difference because it is practically difficult to produce two identical tourist services after all there will always be a difference in quality, even if we assume that the physical characteristics of the tourist services are identical (Obaidat, 2008: 16).

2. It is known that tourism services are not one single service, but rather include some complementary sub-services. For example, the provision of the overall service and the quality of the ancillary services connected with it that complement the service itself are among the fundamental matters for the success of the service (Obaidat, 2008: 17).

3. Intangibility is the basic characteristic that distinguishes services from goods, and the characteristic of intangibility is represented by the inability or ability to mentally estimate and evaluate through the use of the five senses, which are taste, touch, hearing, sight, and smell (Al-Dewagh, 1999: 337). Therefore, tourism services are chosen based on reputation and experience more than based on financial choice (Al-Bayati, 2008: 20).

4. The service does not have this characteristic stemming from justifications based on the fact that the tourist service benefits its user, and does not enable him to enjoy the right to ownership of it (Al-Bakri, 2002: 351).

5. Tourism services are characterized by seasonality in work, and this is what we notice in certain months of the year in terms of an increase in tourism in a certain period (the peak) and a decrease in another period (Al-Bayati, 2008: 21).

6. Services are always produced and used at the same time, so the individual requests the service and it becomes part of the service provided to him, and it is difficult to move a place to provide the service, tourist facilities, or tourist attraction elements from one place to another (Kotler, 1989: 466).

Third: Dimensions of tourism service

The tourism industry, with the tourism services it provides, does not only include food and drinks provided to the guest but rather includes all services provided to the tourist from the time he arrives in the country until he returns to his original home. On this basis, the customer’s hospitality is not limited to staying in the hotel and receiving food and drink. But more than that, including transportation services, commercial store services, and complementary services. We are in the twenty-first century, and with the growth and increasing importance of tourism economically, socially, culturally, and politically, those working in the tourism industry focus their attention on

developing tourism services that achieve the maximum levels of satisfaction among tourists in tourist facilities. (Al-Mashhadani, 1999: 76)

The following is a brief overview of some of these dimensions:

1. **Cost:** Providing products at lower prices than competitors lead to increasing the organization’s share in the competitive market based on cost. It requires focusing attention on reducing all cost elements: [work and material costs, spoilage, industrial costs, and others to reduce the cost of one unit of the good or service. (Mohsen, 2004: 65)

2. **Quality:** It is divided into various high-performance designs (design quality) and conformance quality. Quality, according to its priority (high-performance design), focuses on the quality of the product design to include high characteristics and features of superior performance, greater durability, safety and security in use, economy of use, and ease of entry to service sites. Quality in the second priority (quality of conformity) emphasizes consistent quality, as attention is focused on meeting the product with the characteristics and specifications of the design approved by the processes so that customers obtain goods and services that match the characteristics that were developed for them and that came within their expectations of those products. (Dilworth, 1996: 43)

3. **Flexibility:** It is divided into providing various products according to a variety of customization and volume flexibility. The priority is to place flexibility on developing the organization’s capabilities to change the type of product according to the needs of the customer according to the change in market demands, which is called customization, which is the ability to adapt and respond to the unique needs of each customer and change the designs of the good/service, where goods and services were provided according to the customer’s preferences. The second priority is “flexibility of scale,” which means the organization’s ability to quickly accelerate or slow down the production rate to address large fluctuations in demand, while the organization remains working towards a profitable economy, especially when slowing down/reducing the production rate to a significant level. (Al-Samman, 2008: 54)

4. **Delivery time:** Competition based on time or delivery includes three aspects or priorities:

a) **Speed in delivery:** is measured by the amount of time between the date of receiving the customer’s order and the date of fulfillment. This time is usually called the waiting time (lead time).

b) **Delivery at the specified and agreed-upon time** is measured by the frequency with which the agreed-upon delivery time is met and expressed as a percentage of orders delivered to customers at the times specified in industrial organizations. It is measured by the percentage of customers who wait for service for less than five minutes in service organizations.

c) **Speed in development** is measured by the amount of time required to develop, design, and produce a new product. The shorter the time that elapses from the moment the idea is generated until the final design and production, the more the organization has a leadership advantage over competitors.

5. **Reputation:** For the producer or obtaining a large market share by offering competitive prices for its products, as well as possessing a superior brand that contributes to achieving benefit for its users, as reputation allows the organization to collect favorable information regarding the performance of its activities to customers and stakeholders dealing with it, and at the same time reputation is considered A mission to build long-term relationships with customers, which is reflected in establishing alliances with other organizations due to its ownership.

The third domain: A conceptual framework for information technology

First: the concept of information technology

Information technology is defined as all the techniques and means used to collect, store, process, and communicate the results of the processes of analyzing, classifying, and extracting information and directing its beneficiaries so that they can benefit from it with the greatest accuracy, ease, and speed (Al-Hawasi, 2017: 19). Learn about It is all types of technologies used in operating, transmitting, and storing information in electronic form, and includes information technology, communication media, interconnection networks, and devices such as fax machines and other equipment widely used in communications (Sawalmiya, 2015). Information technology can also be defined as the useful and optimal exploitation of the various aspects of knowledge that the company possesses, that is, it is the cognitive means that enable us to access information quickly enough and that can be used in a specific field (Namani, 2010). He knows (Abdul Rahman, 2019: 34). Information and communications technology is “a group of activities that facilitate the collection, collection, storage, processing, sending, display and transfer of information from one place to another by electronic means,” while (Roztock, 2019: 48) sees it as “a combination of devices, programs, and Communications networks that enable electronic information to be captured, stored, processed and transmitted.”

Second: The importance of information technology

He highlighted the importance of information and communications technology through the benefits, advantages, and positives achieved for its users, which motivated many organizations to adopt it in all their activities. In this context, (Daft, 2003: 67), (Hassan, 2002: 54), (Yassin, 2008), and (Noor, 1999: 98) agree. The importance of information and communication technology is embodied in the following:

1. It provides the ability to expand the organization’s activities, tasks, and work in the shortest time, which enables it to achieve an added product and thus gain a larger market share than competitors and remain in the world of competition for as long as possible.
2. Information and communications technology is one of the important tools in zero-responder and comprehensive examination systems, due to its role in achieving accurate and direct control through approved information and communications systems that provide accuracy of implementation with every step and first stage.
3. Decision support systems, expert systems, and artificial intelligence provide superior ability for managers to make decisions, test trade-offs, and act quickly in exceptional cases with the least damage and the fastest comprehensive treatments.
4. Information and communications technology enables managers to make and take decisions without high psychological and intellectual burdens by providing managers with information needs with the necessary characteristics.
5. The ability of information and communications technology systems to retain field expertise within the software systems and use them when needed.
6. Achieving high coordination and an effective communications system between the various departments by building a communications network in all directions and at the highest level of accuracy, speed, and immediate response.

7. Enabling contemporary organizations to interact and communicate continuously with the external environment and to respond and adapt to it following the true requirements of social responsibility and sustainable development.

Third: Information technology components

1. **Devices and equipment:** These are the tangible parts of technology, which are usually represented by electronic computers and their accessories. Hardware is divided into several units, for example, the input units, such as the keyboard, which are designated for entering data into the calculator, and the audio input units, such as sound picks and scanners. The other part of hardware is the output units are responsible for displaying the results in the form of audio information through headphones, or visual information through screens, and finally, the information storage units are components of hardware such as laser, hard, and flexible disks (Abu Farah, 2005: 56).

2. **Software:** This software includes operating system programs, which are system programs that direct and control hardware of the computer, and application programs, which are programs that direct the computer’s operation for specific purposes from the end user (Kotler, 2008: 89).

3. **Applications:** Applications are the executive aspect of software on devices and equipment. The connection is information and communications technology. They have an active role and the basis for implementing various administrative processes. Through these applications, this technology can achieve its basic goals. As for (Mohamed, 2011: 59) he pointed out: The importance of applications through the role they play in solving many dilemmas or providing many solutions and providing appropriate alternatives to solve the problems facing the organization or the updates and developments that take place in the activities and tasks of the organization.

4. **Human resources** are represented by employees working in administrative organizations who possess sufficient experience and knowledge in generating and processing information, in addition to their ease of interaction with modern and rapid developments in the business environment. Individuals: They are those who manage and operate information technology, including administrators, specialists, and end users of the system. (Muslim, 2015: 14)

5. **Communication networks:** They consist of hardware and software that connect many different parts of the devices and transfer data from one site to another (Hussein, 2005: 98). In the field of information, the network is one or more information centers linked to each other through interconnected relationships through various information and communications technology tools, and in each center, there are beneficiaries to whom information is provided at the appropriate time and form. It also includes multiple types of databases, private and operational information, and Internet databases that specialize in storing and processing information to support administrative decisions. It consists of all data obtained by the organization, regardless of its form, as it helps improve services.

Fourth domain: - The practical aspect

In this study, the process of statistical analysis will be conducted for the answers collected from samples taken (60 samples) from the study population and the following agencies:

First: Questionnaire variables

The questionnaire includes two independent variables:

1. Quality of tourism service
2. Information technology

The collected data were processed using the statistical analysis program SPSS to find the following elements: -

1. Frequencies and percentages.
2. Arithmetic mean and standard deviation.
3. Pearson correlation coefficient.

Regarding the weighted arithmetic mean, an estimated scale was adopted according to the five-point Likert scale, as shown in Table No. (1).

Table No. (1) Rating scale for the five-point Likert scale

	Response	Weighted average
1	Strongly disagree	1:1.80
2	Disagree	1.81: 2.60
3	Neutral	2.61: 3.40
4	Agree	3.41: 4.20
5	Completely agree	More than 4.20

Second: Analysis of frequencies and percentages of the research sample

Table No. (2) shows the frequencies and percentages for the study sample, and according to the first item related to the personal data of the study sample, as follows:

Table (2) Frequency distribution and percentages of the study sample

	Items	Frequency	Ratio	Sample size
1	Gender			
	Male	31	51.7	60
	Female	29	48.3	60
2	Age			
	Less than 35	44	73.3	60
	36-45	16	26.7	60
	46-55	0	0	60
	More than 56	0	0	60
3	Marital state			
	Single	20	33.3	60
	Married	40	66.7	60
4	Academic achievement			
	diploma	18	30.0	60
	Bachelor's	36	60.0	60
	Master's	3	5.0	60
	PhD	3	5.0	60
5	Number of service years			
	1-5	2	3.3	60
	6-10	37	61.7	60
	11-15	19	31.7	60

	16-20	2	3.3	60
	21 and more	0	0	60

Third: Analysis of the weighted arithmetic mean of the study sample’s answers

Table (3) shows the values of the arithmetic means, standard deviations, and the relative importance of the research community’s responses regarding the first study variable (tourism service quality) and its agencies:

Table (3) Arithmetic means, standard deviations, and relative importance of the study sample’s answers

No.	Questions	Arithmeti c mean	Standard deviation
Cost			
1	Our company is distinguished by providing low-cost tourism services	4.46	0.891
2	Our company uses tight controls on its costs	4.70	0.530
3	Our company is trying to prevent the entry of new competitors by reducing the prices of its tourism services	4.08	1.013
4	Our company follows a low-price policy for its services as the first criterion for its success	4.26	0.971
The quality			
5	The quality of our company's services is the first goal that it seeks to achieve	4.78	0.523
6	Our company's employees realize the importance of quality tourism service	4.71	0.454
7	Our company's services meet the needs and desires of customers	4.73	0.445
8	Our company adopts quality as a main criterion in providing new ideas for its tourism services	4.68	0.567
Flexibility			
9	Our company constantly seeks to quickly adapt to changes in the behavior of its competitors	4.61	0.613
10	Our company tries to respond quickly to the needs and desires of its customers	4.75	0.508
11	Our company can find alternatives for its activities in response to external changes	4.68	0.596
12	Our company adapts to fluctuations in demand for tourism service	4.70	0.561
Delivery time			
13	Our company seeks to be accurate in providing its services to its customers	4.75	0.473

14	Our company distinguishes itself from its competitors by delivering its services on time	4.65	0.546
15	Timely delivery of service is the criterion of success for our company	4.61	0.584
16	Our company provides its services to meet customers' requests and needs with amazing speed	4.66	0.542
Reputation			
17	All services and facilities in our company can attract guests' interest	0.555	4.61
18	Our company's management adopts modern technologies in offering services to guests	0.546	4.65
19	The employees of our company are elegant and good-looking	0.436	4.75
20	Our company has credibility in the prices of services provided to guests	0.530	4.70

When reviewing Table (3), we see that all the values of the arithmetic mean strongly agree according to the interpretations of the weighted arithmetic mean that was adopted in Table (1). This means that the average answers of the research sample consisting of (60) people completely agree with the questions related to the quality of tourism service. Its axes (cost - quality - flexibility - delivery time - reputation)

Fourth: Analysis of the weighted arithmetic mean of the study sample’s answers

Table (4) shows the values of the means, standard deviations, and the relative importance of the research community’s responses regarding the second study variable (information technology) and my agencies:

Table (4) Arithmetic means, standard deviations, and relative importance of the study sample’s answers

No.	Questions	Arithmeti c mean	Standard deviation
Devices and equipment			
1	The devices used by our company ensure fast and accurate data processing	4.55	0.723
2	There are computers in all departments of our company	4.61	0.613
3	Our company relies on modern technologies as a basis for completing its work	4.61	0.584
4	Using a computer allows our company to simplify work procedures and complete them at the lowest cost	4.68	0.469
5	Our company has an integrated base available for different units and departments	4.65	0.605
Software			
6	Our company uses software through computer-aided design.	4.68	0.503

7	The software used by our company contributes to the supporting systems, including management information systems.	4.65	0.577
8	The software helps organize work matters quickly and very effectively.	4.616	0.546
9	Our company uses some ready-made programs to implement new ideas presented by employees.	4.60	0.616
10	The software available at our company is diverse and meets the requirements for achieving its goals.	4.65	0.546
APPLICATIONS			
11	Our company owns a database of developments in the labor market	4.60	0.616
12	Our company relies on the database to develop the product	4.65	0.546
13	Our company's database is flexible	4.63	0.551
14	Our company is constantly working to update its database regarding the development of creative ideas in the field of product development	4.58	0.765
15	Our company uses data to provide our company's senior leadership with the information necessary to make strategic decisions	4.56	0.767
Communications			
16	Our company employs people with experience using the Internet.	4.61	0.691
17	Our company is keen to use means that ensure network protection to maintain the confidentiality of information.	4.58	0.671
18	Our company owns a website that provides its customers with information about its products.	4.63	0.609
19	Our company uses communication networks to connect departments in the hotel.	4.60	0.643
20	Our company uses photos and videos to promote its activities.	4.63	0.581
Human resources			
21	Our company seeks to use the information available in databases to develop its products.	4.66	0.542
22	Our company's employees are distinguished by their experience, which contributes to the company's products permanently.	4.70	0.497
23	Our company has different specialties for managing information technology (engineers, programmers, analysts, computer operators).	4.53	0.853
24	Our company seeks to open continuous training courses for its employees regarding the use of information technology and software applications.	4.73	0.445
25	Our company management believes that the use of information technology increases the effectiveness of organizational change	4.60	0.693

and achieves employee satisfaction.

When reviewing Table (4), we see that all the values of the arithmetic mean strongly agree according to the interpretations of the weighted arithmetic mean that was adopted in Table (1). This means that the average answers of the research sample consisting of (60) people completely agree with the questions related to information technology and its domains. (Hardware and equipment - software - applications - communications - human resources).

Fifth: Testing the relationship between the research variables

To ensure the existence of a statistically significant relationship between the research variables (quality of tourism service and information technology), the simple correlation coefficient (Pearson) was tested (Table 5). The test results are as follows:

Table No. (5) shows the simple correlation coefficient (Pearson) test for the research variables

The variable	IT	The quality of the tourism service
IT	1	0.898
The quality of the tourism service	0.898	1

The correlation values shown in Table (5) indicate the following:

- ❖ There is a very strong, positive, and statistically significant direct correlation at the level of significance (0.01) with a value of (0.898) between the quality of the tourism service and the information technology.

- ❖ There is a very strong, positive, and statistically significant direct correlation at the level of significance (0.01) with a value of (0.898) between information technology and the quality of the tourism service.

The fifth domain: conclusions and recommendations

First: conclusions

1. It was found that tourism organizations operating in the tourism sector in Baghdad Governorate rely on information and communications technology operations in marketing the tourism service on the male component, as it was found that the percentage of workers in marketing and promoting sales of the tourism service are men.

2. Through personal interviews with the research sample, it was revealed that there are challenges in tourism organizations that hinder the work of information and communications technology and its impact on marketing tourism services, including:

- a) The absence of legal legislation regulating the work of tourism organizations in marketing their services through information technology.
- b) Payment and electronic payment problems

- c) Language and culture barriers
- d) Developmental and logistical challenges.

3. The researched organizations in the field of providing tourism services rely on a combination of competitive priorities (service delivery, cost, quality, reputation, flexibility), and prioritization as a means of competition between other organizations.

4. The results of the analysis also showed that the demand of guest customers for tourism services depends on the cost of the tourism service.

5. Tourism products and electronic services are fully compatible with market requirements.

Second: Recommendations

1. Tourism organizations working in the Iraqi environment (Baghdad) should look at what regional and international tourism organizations have achieved in terms of their use of information and communications technology.

2. Emphasizing the necessity of legal legislation regulating the work of hotel organizations in marketing their services via information and communications technology.

3. Including male and female human resources in foreign language courses for more than two international languages.

4. Accelerating development and logistical processes because of their effective impact on tourism services and their marketing in terms of (all types of transportation, accommodation, tourism programs, and support services).

5. Enhancing the role of information and communications technology in terms of applications, software, and communications, without regard to human resources, devices and equipment.

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