

# THE EXTENT OF APPLICATION OF E-TOURISM MARKETING TECHNOLOGY IN THE WEBSITE OF THE IRAQI TOURISM BOARD

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## ABSTRACT

*The study aimed to show the extent of the interest of tourists in the website of the Iraqi Tourism board know the type of information that sought by the tourist and what are the best ways to obtain information when they choose the tourist destination in Iraq.*

*The study was based on an Intentional random sample of 370 tourists using the website of the Iraqi Tourism board. A descriptive approach was used in the study. The researcher pointed to a number of problems that the study aimed to solve in the theoretical and practical aspects. some of these problems are:*

*What kind of information is the tourist looking for when visiting the official website of the Iraqi Tourism board? and does the Iraqi Tourism board provide this information? Does the Iraqi Tourism board apply the technology of e-marketing tourism to identify and attract tourists ?*

*The hypothesis of the study focused on the lack of application of e-marketing technology on the website of the Iraqi Tourism board. The study reached many conclusions by the use of the SPSS program to analyze the questionnaire, the most important of these conclusions are there is a weak role of marketing department in the Iraqi Tourism board in the management of the website and the lack of application of information technology on the site to provide the information required by the tourist. Finally, the study reached a number of recommendations were the most important: inculcate the role of information technology in tourism marketing and provide the information sought by the tourist.*

**Keywords:** *tourism, e-tourism, e-tourism marketing*

## INTRODUCTION

Tourism organizations seek to focus on the marketing of e-tourism in light of the impact of Information and communications technology (ICT) which is become more clear, proactive, interactive and decisive, which will support the organizations to interact with tourists dynamically. Looking at the distant future, one of the important areas will be to facilitate access to travel and tourism information via the Internet through various types of techniques in the marketing of e-tourism. Sheldon (1994) points out that informatics is the key of the travel industry (Buhalis, 1998: 411), Where the tools and operating systems emerged by tourism organizations to increase efficiency and competitiveness to help tourists to search for information, plan their trips, make

purchases, exchange experiences, distribution, and completion of transactions between tourists and organizations.

Travel and tourism services have in the past produced more than 198 million jobs worldwide and accounted for 10 percent of the national product of many countries in 2002. In another study for 2004, tourism services became a fast growing and were considered the largest industry in the world, producing 249 million jobs And the participation of 10.6% of the GNP in various countries around the world (Mohamed, Moradi: 2011: 2). And, in another statistic, France ranked first in the list of countries visited by most of the international tourist's with number reached to (86.9) million arrivals in 2017. In 2017, there were (58.1) million tourists in the Middle East after the number of tourists was (33.7) million in

2005. Tourism and travel in 2017 amounted to (224.2) trillion dollars in the Middle East economy. (The Statistics portal)

## THE FIRST AXIS / METHODOLOGY OF RESEARCH

### First : Research problem

Despite the presence of geographical and political borders, which are a barrier between tourists and countries that wish to visit, there is also another obstacle which is the lack of information on tourism and travel to Iraq, so that the most important trend now is to encourage the Iraqi Tourism Authority to provide all the information required by Tourism, tourist sites, goods, current events, monetary currency, and all other information needed, and conveying the true picture of Iraq to attract tourists and investors as well as to fight the negative propaganda on Iraq due to insecurity, political unrest and the attack of Daesh terrorist organization and occupation of some part of the areas of the country.

- What type of information is sought by the tourist when visiting the official website of the Iraqi Tourism Authority?
- Does the Iraqi Tourism Authority provide this information that the tourist wants?
- Does the Iraqi Tourism Authority use e-tourism marketing technology to identify and attract tourists?

### Second : The importance of the study:

As a result of the expansion of the use of electronic marketing in the field of tourism in the world by many service providers to market their services via email, Internet and mobile phones at an effective level and investment of time and effort through the cooperation of many tourism service providers with different countries in the world in many fields such as the Reservation of hotels, tourist destinations, Perform travel reservations electronically And the payment of financial obligations with high accuracy in appointments, least time, effort and workers to attract the largest number of tourists and deliver a beautiful image about Iraq after the liberation of its regions from the terrorist organizations.

### Third : Research Objectives:

The main objective of the research is to review the quality of tourism information provided by the Iraqi Tourism Authority, so that the website meets the needs of the tourist and provide all the information and what the

tourist wants from anywhere and we can present the goals of the search through the following points:

- Knowing the type of information sought by the tourist in the Iraqi Tourism Authority.
- Find out what information the tourist can find on the Iraqi Tourism Authority website.
- Knowing the importance and advantages of providing information in the process of marketing the website of the Iraqi Tourism Authority.
- Learn how tourists see technology tools when they traveling and searching for information using mobile technology.
- Knowledge of the challenges of marketing e-tourism.
- Promoting the status of tourism by identifying the main factors for the application of information and communications in the Iraqi Tourism Authority.

### Fourth : The hypothesis of research: -

There is no application for the technology of tourism marketing in the website of the Iraqi Tourism Authority

### Fifth : The research community:

The sample of the study consists of tourists who deal with electronic tourism, while the sample of the study is Guest tourists in hotels and travelers through airports of technology users in all forms in a Purposive Random Sampling, and the unit of sampling of tourists who traveling through Baghdad airport, as well as the guests who technology users in luxury hotels. The researcher distributed (420) questionnaires, (381), were retrieved, and after the audit, (370) valid questionnaires were approved for analysis.

### Sixth : Research Methodology:

- bibliographic approach: The researcher adopted many scientific sources and references that enrich the Theoretical part of the research.
- The field approach: The researcher relied on a comprehensive descriptive approach by using the questionnaire form as a major tool in the field research. The questionnaire was divided into two parts. The first part focused on the identification information. The second section, focused on the survey scale which was adopted from (Pradhan: 2013) after making some necessary adjustments on it to suit the Iraqi

environment, the number of all questions was (33) questions, (9) questions divided into two part: (3) questions included demographics and (5) questions to find out how to obtain information that benefit the tourist. (24) Questions were specialized, The Lickert measure was used (fully agreed, somewhat agreed, neutral, not agreed, not fully agreed) and the following weights were given in sequence (1, 2, 3, 4, 5), respectively.



#### Seventh : the assumed model:

The assumed model of the study was designed in light of the contents of the problem, the objectives of the study and its basic hypothesis in the application of e-tourism marketing technology in the website of the Tourism Authority as shown in the following form:

#### Eighth : The statistical methods used in the study:

Data were analyzed using the following statistical methods:

- SPSS.
- Percentage.
- Arithmetic mean.
- Standard deviation.

#### Eighth : Previous Studies:

- "E-Marketing Tourism and its Impact on Improving the Quality of Tourism Services" (Abdul Hussein, 2017)

The aim of this study is to explain the effect of marketing the tourist service electronically by tourism companies in Iraq and how to improve the quality of their services. The problem of research focused on the needs of companies to improve the quality of their services, by Depending on the modern marketing methods, including the use of the Internet for its role in completing transactions and shortening the effort and accuracy in the implementation of customer requests. The researcher designed a questionnaire consisting of (16) paragraphs and taking a random sample of (10) tourist companies in Baghdad and distributed to (30) Employees that working in these companies. The study found a relationship and impact of E-marketing tourism in these companies to improve the quality of tourism services.

- Siu-Ian Amy So & Alastair M. Morrison (2004) **Internet Marketing in Tourism in Asia: An Evaluation of the Performance of East Asian National Tourism Organization Websites**

This study highlighted the increasing importance of the Internet as a marketing tool between national Tourism organizations (NTOs) and the importance of tourism in East Asia. There have been relatively few studies on measuring the marketing effectiveness of NTO websites and this exploratory study has been designed to fill this gap. It included extensive content analysis to compare NTO websites in East Asia and identify weaknesses and strengths in online marketing. The study found that all NTOs in East Asia was not fully using their websites, NTO software in East Asia was not very effective in using their websites in the marketing role. The results of the study provided recommendations for NTOs in East Asia.

- Baloglu, S., & Pekcan, Y. A. (2006). **The website design and Internet site marketing practices of upscale and luxury hotels in Turkey**

The study showed the importance of the Internet with current and emerging multimedia features and provides a wide and useful opportunity to deal with the intangible nature of the service, transform the marketing mix variables to take advantage of the Internet's

information capabilities and transaction, and gain competitive advantage. The study used content analysis to analyze selected sites (4 and 5 stars hotels in Turkey) in terms of site design characteristics (interactive, navigation, and jobs) and on-site marketing practices. The study also examined the differences in design and use of web marketing elements based on the type of hotel (4 and 5 stars resort and hotels). The study found that hotels in Turkey do not use the Internet for their full potential and effectively marketing their hotels, regardless of the type of hotel.

## THE SECOND AXIS IS THE CONCEPTUAL FRAMEWORK FOR THE MARKETING OF ELECTRONIC TOURISM

### First : The concept of tourism:

In 1976, the Tourism Association of England defined tourism as "a temporary and short-term movement of people to destinations outside the places where they normally live and work, and exercise their activities while staying in every destination" (Beaver, 2002: 313). Mathieson and Wall (1982) defined tourism as the temporary movement of people to destinations outside their natural places of work and residence, their continued activities during their stay in those destinations, and the facilities that created to meet their needs (Bonarou, 2012:2).

Buhalis (2000) refers to tourist destinations as a product of tourist goods and services produced exclusively and offers the potential of tourists as an integrated experience. The link between a tourist product and another at the destination level is vital because of the nature of the tourism industry, which is a combination of multiple components that are presented at several points of contact seen by the tourist before, during and after their trip (Buhalis & Amaranggana, 2014:556).

The researcher believes that tourism means that the individual leaves his or her natural environment for an indefinite period of time, voluntarily and moving to another environment for a variety of reasons (recreational, exploratory, therapeutic, medical, etc.).

### Second : The main characteristics of tourist destination: These characteristics are as follows: (Stankovi & uki, 2009: 24)

- Attractions (heritage, natural, artificial, built for a special purpose, special events).

- Access (an integrated transport system consisting of transport vehicles, roads, and stations).
- Facilities (retail, accommodation facilities, restaurants, other tourist services).
- Available packages (packages that are prearranged by managers and brokers).
- Activities (all activities available at the tourist destination and what tourists will do during their visit).
- Supplementary services (services used by tourists such as newsstands, bank, telecommunications, hospitals, etc.).
- The value chain of tourism services can be analyzed into five main types of actors: (Longhi, 2008: 5-6).
- Suppliers and service providers: Transport companies, airlines, residence service providers, railways, freight lines, and car rentals.
- Global Distribution Systems (GDS), originally created by airlines to track flight schedules for travel agencies around the world by linking and coordinating the activity of vendors (hotels, airlines, etc.) and buyers (end customers, travel agents).
- Tour operators.
- Travel agencies that distribute products such as tour operators and service providers.
- (Lewiset et al., 1998) believe that travel agent play three main roles:- (Zare, 2013: 3)
- They act as information brokers and Edit information between buyers and suppliers of travel services.
- they Process the transactions by printing tickets or forwarding money.
- Work as travel advisors.
- Consumer (commercial or recreational tourism) at the end of the value chain.

### Third : e-tourism:

E-tourism accounts for (30%) of the tourism activity in the USA and (7%) in France. Up to (50%) of the transactions in e-commerce are related to tourism., E-tourism is growing at a rate of (50%) (Longhi, 2008: 2), where e-tourism is known as "travel technology" or "e-travel", referring to a phenomenon and field in which the adoption of ICT by tourists and companies On the financing of operations and value chains in the travel industry. This development changes the process within the organization during the restructuring of the business landscape (Buhalis, 2003: 25). In the same vein, Brent

believes that the essence of tourism is the tourism experience (Ritchie, 2011: 421). where The experience of tourism considered as great importance because of the creation of unique experiences includes not only the participation of tourists but also the connection with other potential tourists. The fact that tourists share their travel experiences with tourism information organizations is an important source of marketing and tourism information (Hlee et al, 2018: 3). Pearce says that tourists with previous experience tend to pay attention first to higher-level needs, such as tourism education and training, unlike inexperienced tourists whose main interest lies in food and international tourism security. (2009: 149 Bădulescu & Rusu)

Kim (2009) cited e-tourism as providing a tool for communication between intermediaries, tourism suppliers, and end-consumers (Aagha, 2013: 11). (Goeldner & Ritchie ,2009: 6) defines E-tourism as processes and activities, outcomes from satellites and interactions between tourism suppliers and tourists, host governments, host communities and surrounding environments that share in attract and host tourists.

The researcher believes that e-tourism is a means of communication over the Internet between many parties, such as end-consumers and potential with the providers of tourism products to gain a competitive advantage to attract tourists and achieve customer loyalty.

#### Fourth: E-Marketing

(Andreki & Yazdanifard,2014: 333) cited that Electronic Marketing is the product of a meeting between modern communication technologies and old age marketing principles that people always apply. The Tourism and National Heritage Authority (2015: 13), mentioned tourism marketing as the administrative and technical activity carried out by tourism organizations outside and within the country to identify and influence the anticipated tourist markets in order to develop the tourism movement coming from it and to achieve the greatest amount of tourism revenues.

The researcher believes that the marketing of e-tourism is the marketing that uses the web as an information medium through a range of marketing activities, in order to find, attract, retain and win the loyalty of the tourist.

One of the methods that enable organizations to implement e-marketing is as follows: (Banerjee, 2016: 3-4)

- Online advertising: This is the most popular method of e-marketing, where the marketer uses a virtual space to transfer and promote marketing content on web pages designed exclusively to attract the attention of Internet users, the main objective is to increase sales and awareness of the brand. This method includes promotional messages on the computer screen and is more like a commercial campaign on television.
- Mobile Marketing: Increased features in smartphones have enabled customers to use them and communicate with online advertising capabilities. The use of technology in mobile phones increases the ways of mobile marketing in a random way.
- Email Marketing: This method of online marketing is one of the most effective ways of e-marketing. Where e-mail messages are used to send promotional messages to Internet users. The benefit of this method is to reach a wider range and lower costs but this method has its limits on the Internet. The client can easily ignore the received advertising content or the customer can place these messages in the spam folder.
- Video Marketing: In this type of e-marketing, the video has been added to the website to increase website Visitors to the highest rate. It is important that the relevant message is conveyed to the target audience and therefore the video must be designed in a way that is able to understand and explain the customer's needs.
- The power of blogging: Over the years, blogging has become very common all over the world, by using public blogs can express their views and ideas. With this special feature, they can achieve profits as small companies offer and market their ideas at the lowest cost.
- Search Engine Optimization (SEO): This is similar to the art of creating web traffic to the desired level of web sites and this can be achieved by adopting techniques to position sites in the highest ranking on search engine sites and thereby ensuring more visitors.
- Commission Marketing: A set of online marketing methods where owners of different websites come together and build their communication relationship to increase market access and financial benefits. In this way a specialized type of software is used to reward the affiliates of each site visitor.

- Marketing through social media: This technique works to promote the product and create brand awareness through the use of networks and Social media networking sites by creating unique content that attracts the attention of social networking users and they share with their friend's group.
- Video Company: This method involves the use of interactive video over the Internet and thus conveying the desired message to the target audience and has the advantage of easy participation, cost-effective and accessible around the world.

**Fifth:**

The importance of marketing e-tourism: The Internet has revolutionized the tourism industry more than any other factor in the past few decades related to the development of ICTs, as the Internet has emerged as an excellent platform for communication and exchange of information between different points in the world (Kazoba et al., 2016: 25). According to Shanker, ICT refers to multiple communications technologies that are classified from simple to complex, such as Internet applications, SMS, digital cameras, WIFI GIS, VOIP, WIMAN, GPS, convergence (data, voice), Media, digital radio, interactive digital television (IDTV) and any other applications depends on the request. (Mwita, 2014: 19).

Thus, ICT has become a major role in the marketing of tourism through the tourist has become the role of travel agencies, and seeks to search for special tourist offers that attract and satisfy his desires by using search engines through the Internet, Where it has recently increased by (120) million queries (Daily request) in the Yahoo search engine for tourism to compare prices and get opportunities to travel to their favorite destinations (Ibrahim, 2010)

More new developments can be seen in the use of e-tourism marketing, including: (Shanker, 2008: 55)

- Increase direct sales of tourists.
- Increase new intermediaries such as Internet portals specializing in the sale of tourism products.
- Increase transparency and effective relationship between tourists and management
- Tourists can access the distribution channels normally used by tour operators through the Internet.
- Companies can regularly change products and services based on the expectations and needs of the tourist and through regular interaction via the Internet.
- Change in consumer behavior, where consumers demand that services continue to be better and more specific to the level and details of the order.
- Improving the image of tourism companies in the browser from inside and outside (Marwan, 2016: 23).

**Sixth:**

Requirements for the application of ICT in tourism marketing: In the past, international tourism has focused on introducing and enhancing electronic applications in tourism activities in various fields such as e-marketing, integrating technology with the tourism management of tourist destination, providing data and information for changes in the climate associated with tourist activities and employing ICT in the field of training. Adopt hotel reservation systems and supporting facilities to enhance the security aspect (Holloway, 2001: 102).

He explained (Shanker, 2008: 52) a set of requirements including:

- IT education and training for policymakers and other industry managers.
- Integrating various sectors such as transport and banking, providing technical infrastructure and human infrastructure, including (skilled personnel, vision and management, as well as legal infrastructure) through (regulation of telecom providers, support for Internet service providers, and legal frameworks for online advertising or formal endorsement For Internet Marketing.
- Stimulate the culture of ICT.
- Establishing and maintaining an ICT environment through (maintaining and updating websites).
- Training on ICT for all levels of workers.
- Finally, establish electronic links between all relevant sectors.
- Seventh: The challenges of marketing e-tourism: The development of the concept of marketing e-tourism in all aspects has reached the level of neglect, which makes the communities a serious challenge in the market of the tourism industry, as these communities do not have sufficient

capabilities to implement the infrastructure of e-tourism and the lack of such infrastructure and communication services in the backward communities technically means non-proliferation of e-tourism In these communities are attracted by rich foreign countries (Rouhani, 2013: 1362).Despite the importance of marketing e-tourism, but still surrounded by some of the challenges faced by all parties and divided into two parts as follows: - (Buhada, 2016: 18-20)

**Section 1:** General challenges: which are shared by different countries in the world, although they differ in terms of progress:

- In terms of costs: we mean the costs associated with the establishment of a website for marketing through the Internet and providing all needs such as experts, specialists and competencies.
- In terms of language and culture: The availability of websites in one specific language is very easy, but it is difficult to provide a specific marketing website in the mother language of every tourist in the world.
- Trust: Many individuals have become victims of fraud and deception as a result of various electronic crimes in concluding electronic contracts, thus undermining the confidence given by various dealers.
- The development of the technology of websites: the result of rapid technological growth and the establishment of tourism websites emerged great challenges, including the need to synchronize and develop specialized sites to be in keeping with these developments.

**Section II:** Special challenges: - These challenges relate to some developing countries and can be summarized as follows:

- Weak infrastructure that supports this type of sector.
- The limited availability of the Internet and its means of delivery, despite the evolution of the world, but there are developing countries that

did not get the opportunity to learn about the Internet.

- The increase in the cost of electronic marketing services, making it beyond the reach to all potential customers.
- The lack of confidence of many customers in this type of service, which has not been associated with fraud and fraud.
- Slow internet.

**AXIS III / PRACTICAL SIDE**

The Iraqi Tourism Authority is linked to the Iraqi Council of Ministers, a sectoral body responsible for the tourism sector.

The Iraqi Tourism Authority is linked to the Iraqi Council of Ministers, a sectoral body responsible for the tourism sector. It is responsible for the administration, direction and control of tourism affairs in Iraq. Have its own financial and administrative independence and its representative is the chairman of the Commission or whoever authorizes it.

In order to meet the research objectives in addition to the hypothesis of the study (there is no application of tourism marketing technology in the website of the Iraqi Tourism Authority), the researcher used a special questionnaire that the tourist cannot answer this questionnaire if he has not visited the site of the Iraqi Tourism Authority. The questionnaire consists of three sections:The first section consists of demographic factors, which include three questions. The second section includes the methods of obtaining information for the tourist. The third section consists of (24) paragraphs in which the information that the tourist can find on the website of the Iraqi Tourism Authority.

The researcher prepared the question below as shown in Table (1). Did the tourist visit the Iraqi tourism Authority Website? A total of (370) tourists passed the question by (yes).Which is (97.1%) out of (381) were questioned. The tourists who answered (no) were (11) tourists. (2.9%) of tourists who did not complete the questionnaire because they did not visit the site of the Iraqi Tourism Authority.

table(1) Visit of the website of the Iraqi Tourism authority		
have you visited the Iraqi Tourism Authority website?		
the answer	Frequency	Proportion
yes	370	97.1%
no	11	2.9%

**Analysis of the first section :** Demographic factors in terms of (demographic factors), which relate to the three questions in the questionnaire (gender, type of tourists, age), the following table (2) shows that the number of males was (201) tourists with (54.3% ) which is the largest proportion of tourists compared to females, where they reached (169) tourist with (45.7%) of the total (370) tourists, and this indicates that tourism in Iraq attracted more males than females.

As for the second question, which is (type of tourists), it is found that the number of tourists interviewed by the researcher in total was (370) has been divided into two groups: tourists from within Iraq (196) with (53%), which is larger than tourists attracted from outside Iraq, (174) with (47%).As for the third question, which is (age), the researcher analyzed that most age groups attracted to tourism within Iraq are 15-30 years old with (36.2%). The lowest age groups for tourism in Iraq are category 61 and above with (16.8%).

Table (2) Demographic factors and methods of obtaining information

Demographic factors				
		Categories	Frequency	percentage
1	Gender	Male	201	54.3%
		female	169	45.7%
2	Type of tourists	Internaltourist	196	53%
		External tourist	174	47%
3	age	15-30 year	134	36.2%
		31-45 year	82	22.2%
		46-60 year	92	24.9%
		61 and above	62	16.8%
Ways of obtaining information				
1	Do you use a mobile browser while roaming in Iraq?	yes	370	100%
		no	0	0%
2	Do you find it easy to navigate in Iraq through your mobile phone?	yes	174	47%
		no	196	53%
3	What apps do you use on your mobile phone?	Maps application	283	76.5%
		Search engines	87	23.5%
4	What search engine do you use to find information on the Internet?	Google	278	75.1%
		Yahoo	92	24.9%
5	Which of the following would you use most often to get information before you travel to Iraq?	Website	196	53%
		Mass media	174	47%

**Analysis of the second section:** ways to obtain tourist information by the tourist?

Table (2) above shows the achievement of the fourth objective of the research regarding how the tourist obtain tourist information in the practice of tourism in Iraq? And through the statistical analysis, it was found in the first question that all the sample of 370 with 100%, using the Mobile browser for obtaining the information. The Marketing department of the Tourism Authority has to use smart programs to suit mobile phones.

In the second question, which is related to (Ease of mobility), the sample of the study answered that it is difficult to move through the mobile phone, where the responses of the sample that answered (no) 196 tourists

with (53%), which is relatively higher than the answers for (yes) which represented by 174 tourists with (47%) who find it easy to move easily in Iraq by using the mobile phone. however, To find out which applications are best used by tourists in their mobile phones, the table above shows that the Maps application is common among other applications because it has the highest frequencies in answers.

Which is (283) tourists with (76.5%), compared to the search engines that obtained fewer frequencies (87) tourists with (23.5%).

As for the fourth question (search engines) most used by the tourist in his search, it turned out that the search engine (Google) is the most used. The number of



tourists using it (278) tourists with 75.1% compared to the search engine (Yahoo) which is used by (92) tourists with (24.9%).

Finally, the best way to market the tourist destination and to attract the largest number of tourists is through the website of the Tourism Authority. As indicated in the results of the analysis, where 196 tourists with (53%) preferred the websites compared with others media such as radio, Newspapers and television where is (174) tourists with (47%), which is a good number to get the attention of the marketing department to work together and coordinate with the Ministry of Communications and the Ministry of Information to conduct the promotion of the tourist destination.

**Analysis of the third section:** Information that the tourist can find on the website of the Tourism Authority. this tow paragraphs: (The website of the Tourism Authority provides very important maps) and (a tourist can reservation online via The website of the Tourism Authority at the tourist destination in his home country) obtained as shown in Table (3) below on the same arithmetic mean which is (1.00) and the standard deviation was ( 0.00), which indicates that the site of the Tourism Authority does not provide very important maps Beside the inability of the tourist to make Fully online reservation and this is what was agreed upon by all the members of the sample.

The following paragraphs :( The website of the Tourism Authority contains a variety of languages) and (the website of the Tourism Authority is effective) and (the Tourism Authority website provides the search box). (The Tourism Authority website contains the responses of tourists) and (The Tourism Authority website provides information about the weather) (The Tourism Authority website provides information about the visa for neighboring countries). (Travel and transportation can be booked through the TRA website) (The TRA website provides booking tickets to neighboring countries). (The TRA website contains frequently asked questions section) obtained Arithmetic mean respectively (1.40), (1.60), (1.24), (1.40), (1.24), (1.38), (1.97), (1.54), (1.24) and the standard deviations respectively was (0.49), (0.49), (0.42), (0.48), (0.69), (0.50), (0.42), which indicates that there is a relative weakness in the provision of Various languages and considered the website is not active. Besides the relative weakness in the availability of the search box, tourist responses, weather information, and visa information and ticketing, as well as their inability to book transportation, Tourism Authority

Website, does not contain frequently common questions section.

The following paragraphs (The website of the Tourism Authority is Easily using) and (the TRA website provides a variety of information), (the TRA website is flexible), (the TRA website is regularly updated) and (the TRA website contains the Blog Writing Page section) and (The Tourism Authority website is easy accessibility) obtained Arithmetic mean respectively (2.14), (2.99), (2.52), (2.54), (2.90), (2.47), and standard deviations respectively was (0.79),(0.70),(0.50),(0.50),(0.77),(0.50) the views of the sample differed on these paragraphs, which indicating that the website of the Iraqi Tourism Authority did not give enough attention to facilitate the use, diversity of provided information, the process of regular updating, Containment of the Blog Writing Page section on the website and Accessibility by Disabled people with special needs.

The following paragraphs:(The website of the TRA has an easy URL website), (the content of the TRA website is accurate), (there is a link between the TRA website and other websites), (the TRA website can be easily found search engines), (The TRA website provides information on the currency exchange rate) obtained Arithmetic mean respectively (3.53), (3.53), (3.99), (3.18), (3.48), where the standard deviations respectively was (0.50), (0.50), (0.70) , (0.77), (0.50), which indicating that the sample in question was the majority of their answers are neutral, Which is mean that they don't have sufficient information about the above paragraphs.

Finally, the two paragraphs (the website of the Tourism Authority providing several media facilities) and (the TRA website contains the contact information) obtained the highest Arithmetic mean respectively (4.22), (4.54) and the standard deviations respectively was (0.42), (0.50) which Indicates that the TRA website has provided multimedia facilities and also has very good contact information to enhance customer service excellence.

Finally, the hypothesis of the study was accepted, which states that "there is no application of the technology of tourism marketing in the website of the Iraqi Tourism Authority".

(3) Recurrences, arithmetic means and standard deviations of the questionnaire questions								
	Paragraph	Totally agree	Agreed	neutral	I do not agree	Totally not agree	arithmetic means	standard deviation
		Recurrences	Recurrences	Recurrences	Recurrences	Recurrences		
1	The TRA website is easy to use	0	0	144	134	92	2.14	.79
2	The TRA website contains a variety of languages	0	0	0	149	221	1.40	.49
3	The TRA website provides a variety of information	0	87	191	92	0	2.99	.70
4	The TRA website is flexible	0	0	191	179	0	2.52	.50
5	The TRA website contains an easy(URL) website	0	174	196	0	0	3.47	.50
6	The website of the Tourism Authority is updated regularly	0	0	201	169	0	2.54	.50
7	The content of the TRA website is accurate	0	196	174	0	0	3.53	.50
8	The TRA website is effective	0	0	0	221	149	1.60	.49
9	The TRA website provides multimedia facilities	82	288	0	0	0	4.22	.42
10	The TRA website provides very important maps	0	0	0	0	370	1.00	.00
11	The TRA website contains a blog entry page	0	92	149	129	0	2.90	.77
12	The TRA website provides a search box	0	0	0	87	263	1.24	.42
13	The Tourism Authority website has	0	0	174	196	0	2.47	.50

	accessibility								
14	The TRA website contains contact information	201	169	0	0	0	4.54	.50	
15	There is a link between the website of the Tourism Authority and other websites	87	191	92	0	0	3.99	.70	
16	TRA website can be found easily on Search engines	0	149	139	82	0	3.18	.77	
17	The Tourism Authority website contains tourist responses	0	0	0	149	221	1.40	.49	
18	Weather Information is available on the TRA website	0	0	0	87	263	1.24	.42	
19	The TRA website provides information on the currency exchange rate	0	179	191	0	0	3.48	.50	
20	The tourist can book online through the Tourism Authority website at the tourist destination in his home country	0	0	0	0	370	1.00	.00	
21	Visa Information for neighboring countries is available on the TRA website	0	0	0	139	231	1.38	.48	
22	Reservations can be made for transportation and Transport routes through the Tourism Authority website	0	0	82	196	82	1.97	.69	

23	The TRA website provides booking tickets to neighboring countries	0	0	0	201	169	1.54	.50
24	The TRA website contains frequently asked questions	0	0	0	87	183	1.24	.42

**AXIS IV : CONCLUSIONS AND RECOMMENDATIONS**

**Conclusions**

The most important findings of the study are:

- The hypothesis of the study was accepted that there is no application of the technology of marketing e-tourism on the website of the Iraqi Tourism Authority.
- The results of the analysis show that the website of the Tourism Authority is very interested in providing adequate communication information as well as multimedia that provide information about the Iraqi Tourism Authority which obtained the highest Arithmetic mean respectively (4.22), (4.54).
- The study showed that there is a complete weakness in the non-application of the provision of maps as well as booking through the website on the tourist destination desired by the tourist in his home country, where all the members of the sample gathered on this negative.
- The analysis of the sample answers shows that there is very poor availability of a translation of the various languages, the research box, tourist responses, weather information, visa information for neighboring countries, and common questions section in the website, booking of transport routes and tickets to neighboring countries.
- The website of the Iraqi Tourism Board was not given sufficient attention in facilitating the use, diversity of information, flexibility, regular updating process, containment of the blog writing page and accessibility by disabled people with special needs.
- The results showed that the best way to market the tourist destination and to attract the largest number of tourists is through the website of the Tourism Authority, where a number of tourists

preferred 196 tourists and 53% preferred websites such as radio, Newspapers, television.

**Recommendations**

The most important recommendations that recommended by the study for the website of the Iraqi Tourism Authority are as follows:

- Establishment of sophisticated electronic marketing programs that are accompanied by applications and software related to the translation of texts into multiple languages that understand by the beneficiaries of the tourism sector or at least contend the most common languages in the world.
- Developing tourist services, related tourism activities and upgrading their specifications, besides developing a marketing database for tourist sites.
- Giving great importance to marketing the tourist product electronically and adding new advantages to the mechanisms of booking tourist sites of the Iraqi Tourism Authority.
- Reduce time and use virtual sites that help to perform the displays of tourism services, prices and accompanying facilities through the web.
- Enhance the role of national radio through the use of television, radio or displays that contribute effectively to the promotion and attraction of tourism within Iraq, by providing the correct tourist information in a timely manner, whether this information is a notification of tourist sites or advertisement for tourist facilities.
- Encouraging the implementation of electronic payment system on the website of the Iraqi Tourism Authority, through which allowed the national economy to bring hard currency to the country and thus contribute to the development of the tourist sites.

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