

The role of the information technology in upgrading the services provided by the travel and the tourism companies.

دور تكنولوجيا المعلومات في ترقية الخدمات المقدمة من شركات
السياحة و السفر

⁽¹⁾SAMIA BELADJERAF

⁽¹⁾ Maitre de conference A, University of Biskra (algeria)

droit_alg@live.fr

⁽²⁾ HAFIDHA MESTAOUI

University of Biskra - Algeria

h.mestaoui@univ-biskra.dz

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The abstract:

In the field of tourism, the Information technology has become an effective promotional channel in providing the electronic tourist services. It is no longer an option for those in charge of the tourism sector; it has rather become an imperative necessity for its ease that it offers, whether in the field of planning, promotion, marketing, reservation, contracting, the financial settlement, ... etc The World Tourism Organization has alerted the governments, the bodies and the institutions, and this is due to the availability of reducing the cost of the tourist service production. On the one hand, it contributes to raising the tourism promotion and reducing the costs through reducing employment and raising the capabilities of the workers and training them to use the computers, the Internet, the applications and the

¹-Corresponding author: SAMIA BELADJERAF, e-mail: droit_alg@live.fr

programs, improving the service provided and expanding the customer base.

The keywords: The e-tourism, the tourist agencies and offices, the tourist services, the customers.

ملخص:

أصبحت تكنولوجيا المعلومات في مجال السياحة قناة ترويجية فعالة في تقديم الخدمات السياحية الإلكترونية ، فلم تعد خيارا بالنسبة للقائمين على قطاع السياحة بل أصبحت ضرورة حتمية لما تقدمه من سهولة ويسر سواء في مجال التخطيط والترويج والتسويق والحجز والتعاقد والتسوية المالية ...، وقد نبهت منظمة السياحة العالمية الحكومات والهيئات والمؤسسات إلى ذلك، وذلك نظرا لما توفره من تخفيض لتكلفة إنتاج الخدمة السياحية ، حيث تساهم من جهة في رفع الترويج السياحي و تخفيض التكاليف من خلال خفض العمالة ورفع قدرات العاملين وتدريبهم على استخدام الحاسب الآلي والانترنت والتطبيقات والبرامج وتحسين الخدمة المقدمة وتوسيع قاعدة الزبائن.

الكلمات المفتاحية: سياحة إلكترونية، وكالات ومكاتب السياحة، الخدمات السياحية، الزبائن

Introduction:

Today, the tourist consumer can obtain all the data and the information that he needs about the tourist product through the Internet, and this includes information about the aviation network, the hotels, the tourist programs, ...etc and this contributed to fulfilling the tourist's desires and satisfying his basic needs, and he becomes able to choose between many websites and select the most appropriate among them without having to move from one place to another.

The orientation towards applying the e-tourism imposes the need to provide an institutional and organizational framework through a partnership between the public sector and the private sector and the involvement of civil society organizations, as well as the existence of a specific legal framework at the national and international levels, where tourism has become an integral part of the international trade and this is what prompted most of the Arab countries to include tourism services in their schedules of commitments attached to the General Agreement in order to liberalize trade in services with the aim of gradually liberalizing the tourism sector so as to achieve the

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This research paper addresses the effectiveness of the information technology in developing the nature of the services provided by the tourism and travel companies in addition to raising the efficiency of its performance and enhancing its competitiveness. As we also wonder about the possibility that the widespread of the electronic tourism will limit the role of these companies in the tourism sector?

And we will answer this problematic through the following axes:

The first axis: The concept of the e-tourism.

The second axis: The requirements of the electronic tourism

The third axis: The impact of the information technology on the role of the travel and tourism agencies in providing the tourist services.

The fourth axis: The appropriate strategies to develop the services of the tourist agencies.

The first axis: The concept of the e-tourism.

The intense interest in the e-commerce is in particular due to the apparent impact of the Internet on business. And the huge increase in the size of individuals who use the Internet in the world every year corresponding to the increase in the commercial applications used by the companies. This increase is associated in a faster way with the growth of any other technology that appeared before it in the history.¹

At the present time, the concept of the e-tourism is not only an option. It is rather an imperative necessity imposed by the tourist services and the fierce competition between the tourist destinations to satisfy the consumer. The expansion of the use of the e-commerce has led to a noticeable change in the tourism sector itself, especially the traditional intermediaries who usually mediate between the service

¹ - Zakaria Ahmed Mohamed Azzam, The effect of using the e-commerce as a change tool on the performance of the travel and tourist agents industry - the case of Jordan ", the international forum on creativity and organizational change in the modern organizations the 12/13/5/2010 Faculty of Economics and Management Sciences at Saad Dahlab University - Blida - Algeria, p. 18.

providers and the tourists, where the information revolution, the development of the global information network and the electronic tourism enabled the direct communication between the service providers and tourists without the need to use the services of the traditional intermediaries.¹

The concept of the electronic tourism is considered as one of the modern concepts in the science of tourism, which is closely intertwined with the concept of the electronic commerce, which in turn differs from its concept from a narrow concept that limits electronic commerce to exchanges of goods and services through an electronic means or electronic intermediary,

A broad concept includes the completion of various types of business through the international information network, including the interactions between the companies and the consumers or between the companies with each other on the Internet. And this definition makes the e-commerce expand to include any information or services provided by a company to another or a consumer company via the Internet or other electronic means of communication, starting with the pre-purchase information and ending with the after-sales services.

And today, if we look at the tourism, we will find it completely different from the tourism in the past. By entering the era of the communications, the information technology, and the huge boom in the transportation and entering the age of the Internet, the e-tourism has expanded; it took a new shape and gained more importance. This was evident in the increasing interest of the countries in such activity and attempting to develop and benefit from it to the fullest extent possible, so that tourism in the world has become a title of the era of progress and prosperity.²

¹ - The Impact of the Globalization on Tourism in the Kingdom of Saudi Arabia, Working Paper for the Supreme Commission for Tourism, an introduction to the Symposium (Tourism and Globalization), Prince Sultan College for Tourism and Hotel Sciences, Abha City, the days of 22-23 Muharram 1425, p. 5.

² - Ahmed Tagrouet, the importance of the information and communication technology in the development of tourist services, the national forum on tourism and tourist marketing in Algeria (The possibilities and challenges of competition) held on October 25-26, 2009, Department of Commercial Sciences, University of May 8, 1945, p. 07.

First: The definition of the e-tourism:

The e-tourism is the use of the Internet technologies to activate the work of the tourist suppliers and to reach more effective facilities for the tourist consumers¹. It is also known as the electronic business in the field of the travel and tourism in which it uses the information and the communication technology to enable the tourist suppliers to work more effectively, by providing possible facilities that help them in conducting the comparison and the selection of the tourist products.²

It can also be defined as a tourist pattern, some of whose transactions are carried out between a tourist establishment and another and between a tourist establishment and a consumer (tourist) through the use of the information and communication technology, so that the offers of the tourist services through the Internet meet with the wishes of the masses of the tourists who wish to accept these tourist services provided over the network.³

It is also the activities of producing goods and services, distributing, marketing and delivering them to the buyer through the electronic intermediary.⁴

Putting into consideration the economic importance of tourism to many developing countries, especially its role in creating job opportunities and being a major source of foreign currency, the need to maintain the competitiveness and increase this competition by adopting the optimal applications of the electronic commerce is very necessary for these countries, and it can be assured that the tourism sector is considered as one of the most suitable service sectors to which the field of electronic services can be applied for the following reasons: The tourist product is a composite product. It consists of more than one component, so that it can be converted into a

¹ - opid,p08 .

² - Nofal Abdul-Radhi, Muhammad Zaki, The travel and tourist companies and their impact on the process of developing the services provided. An analytical study of a sample of the travel and tourist companies in the holy cities of Baghdad and Karbala, Baghdad University College Journal for the Economic Sciences Issue 47, 2016, p. 179.

³ - Ahmed Tagrouret, op cit, p. 08.

⁴ - Nawfal Abdel-Radi, Mohamed Zaki, op cit, p. 179

comprehensive product, i.e. a comprehensive package tour that includes the transportation, the accommodation, the subsistence, and the tourist attractions component, it is sent to the customer through the use of the Internet. The tourist product depends in its selling and marketing processes in the first place by presenting it in a good image that is compatible with the wishes of the customer, as well as highlighting its added value in order to encourage the customer to purchase and the added value is considered as one of the most important elements on which the tourist projects depend as a competitive advantage that distinguishes their tourist product from other products offered by the competitive tourist projects.¹

Second - The importance of the electronic tourism:

The productivity of the tourism sector depends on the competitive advantage that it has over the other domestic and similar sectors in other countries, and the competitive feature in its turn depends on the extent of the sector's ability to optimally exploit the available natural and human resources. And the tourism industry can be one of the principle pillars of promoting the economic growth in the prevailing high competitive atmosphere; globally, regionally and locally, if it succeeds in adapting what is provided by the information technology systems and Internet to support the productivity of the sector through achieving the maximum levels of mutual interaction between the supply and demand of the tourist. This requires of course the availability of the technical infrastructure for the tourist information network and the intermediaries on one hand, and between the local and the international intermediaries and the tourist on the other hand.²

The importance of the e-tourism is highlighted through the huge benefits which it provides, whether for the providers of tourist services or for the tourists themselves, this contributes to overcoming

¹ -Zakaria Ahmed Muhammad Azzam, op cit, p. 23.

² - The Impact of The Globalization on The Tourism in the Kingdom of Saudi Arabia, The Working Paper for the Supreme Commission for Tourism, An Introduction to the Symposium (Tourism and Globalization), Prince Sultan College for Tourism and Hotel Sciences, Abha City, the 22-23 of Muharram 1425, p. 19

The role of the information technology in upgrading the services provided by the travel and the—— the traditional barriers in the typical tourist transactions, perhaps the most important of these benefits are: ¹

* - Facilitating the provision of the information, on which the tourist industry depends, by securing the required tourist information.

* - Securing the confidence in the electronic payment methods

* - The tourist consumer can now obtain all the data and the information that he needs about the tourist product through the Internet.

* - The use of various electronic channels helps the tourist to identify the tourist goods and services such as the hotels, the restaurants and the airlines.

* - Reducing the costs of the provided tourist services, therefore, the tourist product has the advantage of comparison as a result of the lower prices. The use of the electronic tourist will reduce the costs of the tourist marketing and the production costs (facilitating and speeding up the communication between the tourist service product and the intermediary), and the distribution costs (facilitating the conduct deals with a large segment of the target) in addition to the reduction of the rate of employment, for example, a tourist can receive electronic airline tickets and an exchange voucher for hotel reservations through his e-mail.

* - Improving the economic performance of the tourist facilities, especially the small and the medium-sized ones, as well as reducing the costs of the tourist services, which is reflected in the prices of the tourist programs, as well as the ease of developing the tourist product and the emergence of the new forms of tourism that are suitable for different segments of tourists. In addition, it helps to increasing the competitiveness of tourist companies, which contributes to increasing the sales and thus making profits.

*- It provides various opportunities and options in terms of flight times, types of hotels, their prices, the destination countries, and the type of tourism required, whether it is historical, recreational or other in a short time instead of checking with the tourism offices.

¹ -Ahmed Tagrouet, op cit, P. 08.

*- The electronic tourism makes the tourist live the travel experience by touring the places he wants to travel away from other factors that may affect his choice in the travel agencies.

*- The ease of developing the tourist product and the emergence of new tourist activities consistent with the different segments of tourists, through the opinion surveys, in which new tourism trends and complementary basic services needed by tourists can be identified.

*- The prevalence of the electronic tourist use is an evidence of the advanced technological infrastructure and the electronic services in the concerned country, which contributes to increasing the foreign investments, in the structure of the government business and the credibility in the international reports.

*- The increase in the competitiveness of the tourist institutions in a manner that contributes to increasing their sales, their revenues and their profits, which is ultimately reflected in an increase in the added value of the tourism sector in the gross domestic product.

In order to materialize the e-tourism into practice, it requires four basic phases of the digital content industry, which are: ¹

- Collecting the tourist data (the offers, the prices, the maps, the reports,... etc)
- Digitizing data collected using various technological methods.
- Collect the gathered information electronically across the web and across multiple electronic pillows, and in more than one language.
- Providing the bodies, the agencies, the offices, the tourist and the hotel establishments with a network, it is acceptable and compatible to its size (e-mail, as well as phone and fax).

The importance of the electronic tourism increases with the increasing interest in the electronic commerce.

After contributing with 7% to the e-commerce, the percentage of the e-tourism increased to 35% of the total e-commerce in 2002. ²

The second axis: The requirements of the electronic tourism:

¹ - Ibrahim Bakhti, Mahmoud Fawzi Shaoubi, The Role of the Information Technology in the Development of the Tourist and Hotel Sector, Researcher Magazine, Issue 07, 2009, 2010, p. 3.

² - Ahmed Tagrouet, op cit, P. 10

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Introducing the information technology and the modernization of the tourism sector will bring many benefits to the tourist agencies as well as provide many benefits for the tourist, but the access to the embodiment of the final project and the application of the electronic tourism requires a set of requirements represented as follows:

***- The existence of a legal framework to regulate the field of the e-tourism:**

The e-tourism is an integral part of the electronic commerce, which operates within the framework of the General Agreement for the liberalization of the international trade. By this, we mean the general agreement to liberalize trade in services, and this agreement contained several obligations related to the electronic tourism.¹

***- The existence of the institutional and organizational framework:**

This aspect is related to the importance of the cooperation between the government institutions and each other, as well as the partnership with the private sector and the civil society by highlighting the features that refers to each doer as a result of the application of the electronic commerce systems in the field of the tourist activity. The presence of a constructive dialogue between the institutions helps to create a healthy and conducive environment for the implementation of the projects where the governments represented in the Ministry of Tourism and the concerned bodies can provide financial support to companies and different tourist intermediaries in order to use the internet applications in their work, as well as providing detailed databases on tourism resources, the tourism product and support the websites of that industry. Excellent private sector companies can through its experiences with the information technology, marketing and the e-commerce, provide consultation and advice to decision makers.²

*** -The use of the e-commerce in the different transactions:**

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² - Muhammad Hamdi, Shaaban Baitish, Using The E-Tourist in Travel Agencies, A Study Case of Timgad Travel Agency - Batna, The National Forum on the Opportunities and Risks of the Internal Tourism in Algeria, Faculty of Economic and Commercial Sciences, Hadj Lakhdar University, Batna, p. 06.

These requirements are concerned with the state of the existing technical infrastructure, how to develop it and to invest the existing ones in the field of the electronic tourism.¹

*** - The progress in the field of information technology infrastructure:**

These requirements are relate to the state of the existing technical infrastructure, how to develop it? And investing the existing ones in the field of the electronic tourism through developing the infrastructure for the modern means of communication and computer science, to provide a wider opportunity to connect to internet services, whether in the country of the tourist product or the targeted country for the tourist marketing².

The third axis: The impact of the information technology on the role of the travel and tourist agencies in providing the tourist services.

The concept of the tourist service is one of the basic concepts covered by the writers and the researchers, some of them defined it as a group of businesses that provide tourists with the comfort and the facilities when buying and consuming the tourist services and goods during their travel or during their stay in places away from their original place of residence, thus, it confirms the need to reach the state of gratification that a tourist or a visitor needs and all his requirements. , As others defined it as "the intangible elements that require providing an appropriate environment and the availability of multiple tourist business opportunities to coordinate their efforts to provide a decent and acceptable level of service just as the recipient wants them, stressing the importance of the coordination process, qualification and complete the readiness before proceeding to offer and provide services for the customers".³

There are many factors that affect the tourist service during its life cycle, including:⁴

1. Tourism and travel service variables

¹ - Ahmed Tagrouret, op cit, P. 13

² -. Muhammad Hamdi, Shaaban Baitish, op cit, P. 06

³ - Ahmed Tagrouret, op cit, P. 13

⁴ -Zakaria Ahmed Muhammad Azzam, op cit, p.21, 22

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1-1 The extent of development and the features that the tourist service provided:

Whenever the service was featured and sophisticated, it was preferred to tourists in line with the trends, tastes and desires of those who benefit from them.

1-2 The ease of service and identifying it:

The ease of determining its features and burdens in relation with the rest of the services, whether they are provided by the company or the competing companies, the more the service is easy to define and submit, the more likely it is accepted.

2. The tourist company variables:

2-1 The size: The higher the size of the company, the more an indication to the tourist of the company's ability to provide the capabilities and the comfort he desires. The size is an indication of the availability of the expertise, resources and capabilities to carry out the market studies and thus the development of the services and increase the degree of the satisfaction to the tourists.

2-2 The degree of interest in the researches:

The companies can be creative pioneers with great interests in the research and the development, and it can be a traditional one that does not do this, or it may be dependent on others, and this has an impact on the development of the service provided and hence the increase in demanding it.

2-3 The market share:

The higher the market share of the company is, the greater its growth, development and ability to provide better services to tourists, and thus increasing the demand for it.

2-4 Experience:

The more the company experience and its lifetime is, the more it is likely to be able to provide the services that tourists need, and thus increasing their confidence in it, its programs and services and its ability to achieve the required tourist satisfaction.

3. The company management:

It is represented by those in charge of it, the extent of their experience, their educational qualifications and the degree of their relationship with tourism.

4. The tourism market variables:

4-1 The general economic situation: In cases of economic boom, the tourist companies work to provide new tourist services and programs to cover the increase in the demand for them, on the contrary to the recession cases.

4-2 The nature of the tourists: Every tourist group has desires, tastes, abilities and needs that differ from other groups, so the nature of the tourist must be studied, adapted to them and dealing with the tourists on its basis.

4-3 Competition: It is related to the number of the companies, their size, market share, nature and quality of the services they provide, the impact of this on the extent to which tourists are accepted, convinced and satisfied with them, the size of the marketing and the promotional efforts they provide and their impact on the tourist attraction.

4-4 The amount of the marketing opportunities in the tourist market: The available marketing opportunities express the underlying tourist demand in the market, and see whether the market has reached a saturation degree, Or there is a gap between the demand and the tourist supply, then defining this gap and taking advantage of the available marketing opportunities. These opportunities need special tourist programs for them.

The expansion of the use of the electronic tourism has led to a noticeable change in the structure of the tourism sector itself, especially the traditional intermediaries sector (the tour operators, the travel and tourism agencies, the international reservation, the distribution networks, and the national and the regional tourism departments) from the service providers and the tourists who play a major role in linking the products of the various tourism service providers (hotels, restaurants, airlines, car rental owners, and tourist attractions) and selling them in a form of integrated tourism packages for the tourists.

However, the information revolution and the development of the internet and the electronic tourism enabled the direct communication between the service providers and the tourists without the need to seek the services of many traditional intermediaries, For example, hotels

The role of the information technology in upgrading the services provided by the travel and the_____ have become in a direct contact with the tourists, and they provide the reservation service for them through their websites. ¹

And the development in the e-tourism indicates the reliance of the tourism sector in its new structure on a huge and complex network of the tourism service providers, the intermediaries and the tourists. The communication between them is done through the internet via multiple channels (electronic or personal) by a direct or indirect way through the intermediaries and the distributors of the services to tourists. And this foreshadows a reduction in the differences between the intermediaries and the suppliers on the one hand, and the intermediaries and the tourists on the other hand, as the role of the travel agents, the tourism and the tour operators is expected to decline in the future, this requires the traditional intermediaries sector to adopt a new strategy to be able to continue. ²

Most tourist organizations strive to excel their products. This is because of the increasing emergence of similar products and programs, which has led to confuse the tourists in the process of choosing and comparing between the various programs and products found in the tourist market, which becomes a subject of an intense competition. For this reason, most of the tourist organizations resorted to excelling their products in a number of ways, including the trademarks, by the commercial identity or by the trade names. There is no doubt that the distinction process mainly aims to contribute to the definition of the tourist on the product while moving forward with the purchase decision, and it also aims to make a good impression in the mind of the tourist to remember his benefit when purchasing these products. ³

The fourth axis: The appropriate strategies to develop the services of the tourist agencies.

¹ - The Impact of Globalization on the Tourism in the Kingdom of Saudi Arabia, Working Paper for the Supreme Commission for Tourism, an Introduction to the Symposium (Tourism and Globalization), Prince Sultan College for Tourism and Hotel Sciences, Abha Khalal Al-Fatti the 22 - 23 Muharram 1425, p. 19.

² - The Impact of Globalization on the Tourism in the Kingdom of Saudi Arabia, Working Paper for the Supreme Commission for Tourism, an Introduction to the Symposium (Tourism and Globalization), Prince Sultan College for Tourism and Hotel Sciences, Abha Khalal Al-Fatti 22-22-23 Muharram 1425, pp. 19-20

³ -. Zakaria Ahmed Muhammad Azzam, op cit, p. 23.

There is a set of strategies that tourist companies can adopt to develop their services, they are summarized as follows: ¹

*** -The market development strategy:**

In which the company is developing a new program for the tourist services through which it can satisfy the needs and the desires of the new customers. This strategy includes the establishment strengthening the distribution of its services to extend to new geographical regions, in addition to increasing the attractiveness of its services to other new categories of the customers and searching for new types of customers.

*** -The market penetration strategy:**

It lies in the organization's increase in the volume of its dealings with its current services in its current markets, through intensive and targeted marketing efforts by encouraging the existing customers to increase their rates in using the existing services. In addition, it tries to attract the potential customers who have the same characteristics as the current customers of the tourism organization.

*** -The strategy for developing new services and improving the existing services:**

This strategy is achieved through the tourism agency's tourists by developing new tourist services or improving the existing services in order to increase the market share so that these new services provide more acceptance and satisfaction than the current services, as well as seeking to adjust the existing services so as to become more appropriate to the needs and the desires of the guests.

***- The strategy of the diversification of the tourist services:**

This strategy is adopted through developing new tourist services and expanding the existing service lines, and it must be taken into consideration that the developed services are outside the scope of the familiar services but they complement and reinforce them. This strategy can contribute in the increasing of the profitability of the tourist company and reducing its risks as well as supporting the possibility to strengthening its position in the tourist market.

As a result of what was said above we can say that the process of developing the mix of tourist services is an ongoing process that continuously keeps the survival of tourist organizations and

¹ - Nawfal Abdel Radi, Muhammad Zaki, op cit, pp. 177, 178.

The role of the information technology in upgrading the services provided by the travel and the—— companies in the tourist market, especially that the nature of the tourist service is related to satisfying the tourist needs who constantly aspires for development, which imposes on the tourist companies and organizations the necessity to develop the tourist services that they provide in a consistent manner with his ambitions to keep their customers. The process to developing the tourist services is through the following: ¹

* Introducing improvements in the components of the tourist service by raising the quality of the service provided and developing the way it is provided, without making substantial adjustments to the current service.

* Extending the current service to new sectors of tourists and to new markets. This method depends on the geographical spread and market spread especially that there are geographical regions where an appropriate number of tourists live. But it lacks the organizations that provide tourist services; therefore, the owners of these organizations should address them with promotional campaigns in order to attract tourists to these organizations so that communication with new markets and new tourists that these organizations did not deal with.

* Adding a tourist service that did not exist before as these organizations conduct an adequate study towards developing and providing new tourist services to clients that was not provided before.

* Adding a complementary tourist service for already existing service.

All in all, we can say that the tourist service changes from one company to another according to the administrative behavior pursued by the departments, the behavior of employees, their performance and the level of their capabilities. Therefore, the ideal management seeks to choose the workers, their performance and the level of their capabilities, who provide a service that does not oppose with their marketing policy, and that the tourist services which are characterized by their cultural and flexible nature, they give the relationship parties confidence and social exchange which are an information document for the tourist company. ²

Conclusion:

The rapid developments of the information and communication technology use associated with the phenomenon of globalization has

¹ - Nawfal Abdel Radi, Muhammad Zaki, op cit, p. 189.

² - Nawfal Abdel Radi, Muhammad Zaki, op cit, p. 189.

led to the emergence of the e-tourist applications, which facilitate the linking of both the supply and the demand in the global tourist market through various means and methods that bring the producers closer to the consumers, and this in turn has led to a marked change in the structure and the nature of the tourist sector itself.

And a serious interest and orientation have emerged for the variable use of the information and communication technology in the tourist and the travel companies and at high rates. They work to develop the work of these companies and the nature of the services they provide and their dealings with other parties.

The use of the information technology has great impact on the quality of the tourist services provided if these companies have the human resources that are competent in the computer technologies and that they contribute to designing the latest offers and providing the best services to tourists.

In this regard, we offer a set of recommendations which are:

- * - Every travel agency need to have a website that provides all the information related to the company's activity all the time, and allows a direct contact with it, with the necessity to continuously update the site, to open a window in order to communicate with the customers and know their views about the services provided, their quality, pricing and listening for other various opinions presented.
- * - The concerned Ministry must work on preparing an integrated strategy for the advancement of the sector, with the involvement of the travel and tourist agencies, as it is the entity that provides several tourist offers to the consumer.
- * The necessity to focus on the importance of owning all the human resources of the tourist company that and it has the computer technologies in order to view the websites of the international tourist companies, learning about their offers, and gaining the necessary expertise from them to sustain the provision of the latest types of services through the websites of tourist companies.
- * - Training the competencies in the travel companies to recycle the training programs to comply with the requirements of the current and the future stage in a manner that is compatible with business intelligence in the e-tourism.

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* -Increasing the expansion towards a virtual tourist which make the public eager to visit the tourist pictured places using modern technologies

* -Emphasizing on the security side and the social stability as they are the incubators that attract the tourists to it.

* -Enhancing the training of workers in the travel and tourist agencies and developing their individual and group skills by using a modern technology in a manner it preserves the image of the product with the tourist during and after the service.

* -Paying attention to the legal aspects, developing the legislations that regulate the tourist activity, by using the internet in the trade and the tourist marketing, and adopting an effective central control system which is managed by one official authority who is responsible for maintaining the confidentiality of the information of the tourist, the travel companies and their website and protecting them from piracy.

The focus on coordinating the efforts to set up joint committees between the representatives of these companies and the representatives of the concerned ministry, by holding seminars, conferences and training courses to raise the efficiency of the workers in the field of providing the tourist services.

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