



T.C

BINGOL UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES

BUSINESS ADMINISTRATION DEPARTEMENT

**RELATIONSHIP OF THE
INTELLECTUAL CAPITAL OF SMART TOURISM
MARKETING**

Prepared By

Sarbast Issa MOHAMMED

Master's Thesis

SUPERVISOR

Assoc. Prof. Dr. Abdulvahap BAYDAŞ

BINGOL - 2017



T.C

BİNGÖL ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ
İŞLETME ANABİLİM DALI

**SMART TURİZM PAZARLAMASININ
ENTELEKTÜEL SERMAYEİLİŞKİSİ**

Hazırlayan

Sarbast Issa MOHAMMED

YÜKSEK LISANS TEZİ

Danışman

Doç.Dr. Abdulvahap BAYDAŞ

BİNGÖL- 2017

TABLE OF CONTENTS

BİLİMSEL ETİK BİLDİRİMİ	IV
BINGOL UNIVERSITY	V
SOCIAL SCIENCES INSTITUTE.....	V
ÖNSÖZ	VI
ACKNOWLEDGMENTS.....	VII
ÖZET.....	VIII
ABSTRACT.....	IX
LIST OF APPENDICES.....	X
LIST OF FIGURES	XII
INTRODUCTION	1
CHAPTER ONE	3
LITERATURE REVIEW	3
1.1. Literature Review	3
CHAPTER TWO.....	12
CONCEPTUAL FRAME.....	12
(INTELLECTUAL CAPITAL, SMART TOURISM MARKETING AND RELATIONSHIP BETWEEN OF THESE CONCEPTS).....	12
2.1. DEFINITION AND THE CONCEPT OF INTELLECTUAL CAPITAL.....	12
2.2. DEFINITIONS OF INTELLECTUAL CAPITAL.....	15
2.3. THE IMPORTANCE OF INTELLECTUAL CAPITAL.....	16
2.4. COMPONENTS OF INTELLECTUAL CAPITAL.....	17
2.5. ELEMENTS OF INTELLECTUAL CAPITAL	20
2.6. MAIN SOURCES OF INTELLECTUAL CAPITAL	22
2.7. BENEFITS OF ATTENTION TO INTELLECTUAL CAPITAL	23
2.2.1. Definition and the Concept of Smart Tourism Marketing..	24

2.2.2 Characteristics of Smart Tourism Marketing	30
2.2.3. Importance of Smart Tourism Marketing	30
2.2.4. Types of Tourism Marketing Intelligence	30
2.2.5. Components of Smart Tourism Marketing System.....	31
2.2.6. Relationship of the Intellectual Capital of Smart Tourism Marketing	33
CHAPTER THREE	35
SAMPLE APPLICATION	35
3.1. RESEARCH METHODOLOGY	35
3.2. RESEARCH PROBLEM.....	35
3.3. RESEARCH QUESTIONS	36
3.4. RESEARCH IMPORTANCE.....	36
3.5. RESEARCH OBJECTIVES	37
3.6. RESEARCH TOOLS	37
3.7. RESEARCH LIMITS.....	38
3.8. THE TYPE AND SOUNCES OF RESEARCH DATA	39
3.9. RESERCH MODEL.....	39
3.10. RESEARCH HYPOTHESES	40
3.11. DESCRIPTION RESEARCH SAMPLE.....	40
3.12. FREQUENCY ANALYSIS	40
3.13. DESCRIBE THE NATURE OF THE RSEARCH VARIABLES AND THEIR ANALYSIS.....	43
3.13.1. The Dimensions of Intellectual Capital and Its Analysis... 43	
3.13.2. The Dimensions of Smart Tourism Marketing and Analysis	46
3.13.3. Relationship and Influence between Research Variables.. 49	
3.14. THE IMPACT OF INTELLECTUAL CAPITAL IN THE SMART TOURISM MARKETING.....	51

3.15. WHICH INDEPENDENT VARIABLES HAVE THE MOST INFLUENCE ON DEPENDENT VARIABLE?	52
3.16. AT THE END RESEARCH THE RESEARCHER REACHED THE FOLLOWING THREE RESULTS.....	54
CONCLUSIONS AND RECOMMENDATIONS	55
Conclusions.....	55
Recommendations	56
Future Studies	57
SUPPLEMENT (1).....	58
SUPPLEMENT (2).....	59
SUPPLEMENT (3).....	60
REFERENCE.....	67
ÖZGEÇMİŞ.....	71

BİLİMSEL ETİK BİLDİRİMİ

Yüksek Lisans tezi olarak sunduğum “**Relationship of the Intellectual Capital of Smart Tourism Marketing**” adlı çalışmanın öneri aşamasından sonuçlanmasına kadar geçen süreçte bilimsel etiğe ve akademik kurallara özenle uyduğumu, tez içindeki tüm bilgileri bilimsel ahlak ve gelenek çerçevesinde elde ettiğimi, tez yazım kurallarına uygun olarak hazırladığım bu çalışmamda doğrudan ve yadolaylı olarak yaptığım her alıntıya kaynak gösterdiğimi ve yararlandığım eserlerin kaynakçada gösterilenlerden oluştuğunu taahhü ederim.

12 / 06 /2017

Imza

Sarbast Issa MOHAMMED

BINGOL UNIVERSITY
SOCIAL SCIENCES INSTITUTE

This work entitled (RELATIONSHIP of THE INTELLECTUAL CAPITAL of SMART TOURISM MARKETING), prepared by (SARBASTISSA MOHAMMED), was found to be successful as a result of the thesis defense examination held on the date of [Defense Examination]and accepted by our juror As the Master's Degree in the Department of Business Admiration.

THESIS JURY MEMBERS (RELATIONSHIP OF THE INTELLECTUAL CAPITAL OF SMART TOURISMMARKETING), Prepared by (SARBASTISSA MOHAMMED)

Chair:Signature:

Supervisor:Signature:

Member:Signature:

CONFIRMATION

ONAY

The jury determined in the... /... / 2017 have accepted this thesis.Session of the Board of Directorsofthe Institute of Social Sciences of Bingöl University.

Title Name Surname

Director of the Institut

ÖNSÖZ

Relationship of the Intellectual Capital of Smart Tourism Marketing isimli çalışmanın hazırlanmasında yardımlarını esirgemeyen danışmam hocam (Doç.Dr. Abdulvahap Baydaş), tezin yazım aşamasında ve tashihinde katkılarını esirgemeyen (Mr.Sami Saber Abdullah) yetişmeme katkısı olan tüm hocalarıma teşekkürlerimi sunmayı bir borçbilirim.Çalışmayı tamamlama konusunda moral ve motivasyonumu üst düzeyde tutmama yardımcı olan aileme şükranlarımı sunarım.

de database (Mr.Ravaz Mohemmed Salih) özellikle yardımcı unutmayın çalışmalarım tamamladıktan yaparken,(Sayın Sapan Sherzad Mustafa) tezi yazmaya ve düzeltmeye bana yardımcı olan ve hayatım boyunca eğitimime katkıda bulunan kişiler,yüksek bir düzeyde benim moral ve motivasyon tutmaya yardımcı olduğun için teşekkür sunuyoruz. Araştırmada bana çok yardımcı olan ve sürekli destek veren sevgili babam, babamın uzun yaşaması dileklerle... Her zaman beni destekleyen sevgili annemi Allah korusun, sevgili bacılarım, kardeşlerim ve sevgili eşim (Rownaq), çocuklarım (Larin ve Mustafa) ve bu araştırmayı tamamlamam için bana yardımcı olan bütün meslektaş ve arkadaşlarıma da teşekkür ederim.

08/06/2017

Imza

Sarbast Issa MOHAMMED

ACKNOWLEDGMENTS

(Relationship of the Intellectual Capital of Smart Tourism Marketing)

is emphasized in the context of "consumer-focused" approaches that are increasingly emphasized in maintaining the competitive position of today's businesses. Advisor who does not give up help in preparing this work; (**Assoc. Prof. Dr. Abdulvahap Baydaş**); I would like to thank all the contributors who contributed to the (**Assoc. Prof. Sami Saber Abdull**) person who contributed, and (**Mr. Sapan Sherzad Mustafa**) he so help me to the writing and correction of the thesis and who contributed to my education throughout my life, at the finally don't forget help especially to database (**Mr. Ravaz Mohemmed Salih**).

While completing my work, I offer my gratitude for helping to keep my morale and motivation at a high level. And This Research is dedicated to my dear father who helped me so much, I hop he is long live and my dear mother who always supported me, God saves you my mother and My lover's sisters and brothers and my dear wife (**Rownaq**), my children (**Larin and Mustafa**) and my all my friends in the colleagues who helped complete this research.

08/06/2017

Imza

Sarbast Issa MOHAMMED

ÖZET

Entelektüel sermaye ve smart turizm pazarlaması arasındaki ilişki, insan sermayesi, yapısal sermaye, ilişkisel sermaye, müşteri anlayışı, pazar anlayışı ve rakiplerin rekabet anlayışı gibi birçok boyut ve kapsamı içeren bağımsız değişkenlerden oluşmaktadır. Araştırma amaçlarını gerçekleştirmek için değişkenler betimsel analitik yaklaşıma dayalı olarak analiz edilmiş ve araştırma, beş yıldızlı otellerin bölüm başkanları ve çalışanlarından oluşan 350 katılımcı ile derinlemesine araştırılmıştır. Beş yıldızlı otellerden, veri toplama ve analizi için araştırma için tasarlanmış anketlerin dağıtılması ile elde edilmiştir:

1. Entelektüel sermaye ve otellerinin smart turizm pazarlamasının önemli olduğunu anlama için seçilmesi gereken araştırma örnekleminin kapsamı nedir?
2. Araştırılan beş yıldızlı otellerdeki entelektüel sermaye ve smart turizm pazarlamasının ilişkisi hakkındaki modellerin farkındalık seviyesi nedir?

Yukarıdaki soruların cevabını bulmak için teorik modeller, entelektüel sermaye ve smart turizm pazarlama ilişkisinin iki boyutu ve türü arasındaki korelasyon ve etkinin doğasını yansıtan bir dizi temel hipotez ve teori geliştirilmiş ve "SPSS 22.0 sürümü" ile sonuçları analiz edilmiştir.

- Araştırma sonucunda aşağıdaki verilere ulaşılmıştır:

1. Entellektüel sermaye ile smart turizm pazarlamacılığı arasındaki kolektif yaklaşım ve bağımlı değişken arasında kuvvetli bir korelasyon ilişkisi vardır. Bu otel ile ilgili korelasyonda en güçlü boyut olduğunu göstermektedir.

2. İki boyut ve kapsamın, özellikle entelektüel sermaye ilişkisi toplu olarak bireysel olarak smart turizm pazarlamacılığı ilişkisi üzerinde güçlü bir olumlu etkisi vardır. Bu da otellerin rekabet ilişkilerinin geliştirilmesinde en büyük etkiye sahip olduğunu göstermektedir.

3. Bu araştırma, çok önemli olan sektörün temelini güçlendirmeye yardımcı olacak kararlar doğrultusunda bir dizi öneri ile sona ermiştir.

Anahtar Kelimeler: Entelektüel Sermaye, Smart Turizm Pazarlaması

ABSTRACT

The relationship between intellectual capital and smart tourism marketing is independent variables that consist of numerous dimensions and scope such as human capital, structural capital, relational capital, understanding customer, understanding market, and competitors' intelligence. In order to achieve the current research objectives, the variables are analyzed based on the descriptive analytic approach, and this research is investigated on the (350) participations who are heads of departments and employees of five-star hotels with long experience and knowledge in the field of five-star hotels, are selected work, and distributed questionnaires, which are designed by a tool for data collection and analysis in the field to know:

1. What is the extent to the research samples of understanding the significant of the intellectual capital relationship and smart tourism marketing of their hotels?
2. What is the level of awareness of models about the relationship of intellectual capital and smart tourism marketing that utilize in the current research in the five-star hotels studied?

In order to get the answer of the above questions, theoretical models have been developed on a number of basic hypotheses and theories that reflect the nature of correlation and influence between the two dimensions and kinds of the intellectual capital relationship and smart tourism marketing, and the using a set of statistical methods to analyze and determine results via “SPSS version 22.0”

- A number of assumptions are reached based on the results:

1. There is a strong positive correlation between the intellectual capital relationship and the intelligence of smart tourism marketing in a collective individual and dependent variable. It becomes clear after that hotel is the strongest dimension in the correlation.
2. There is a strong positive effect of two dimensions and scope, specifically the relationship of intellectual capital collectively individually to the intelligence of smart tourism marketing. It becomes clear after that after the hotels have the greatest impact in promoting competitive relations
3. This research is ended with a series of proposals or recommendations in line with the conclusions to strengthen the base of this vital sector.

Keyword: Intellectual Capital, Smart Tourism Marketing

LIST OF APPENDICES

(KRI)	Kurdistan Region of Iraq
(KRG)	Kurdistan Government of Iraq
(HRM)	Human Resource Management
(CEO)	Chief Executive Officer
(IC)	Intellectual Capital
(ISS)	Interactive Selling System
(IT)	Information Technology
(STM)	Smart TourismMarketi

LIST OF TABLES

TABLE 1: COMPONENTS OF INTELLECTUAL CAPITAL ACCORDING TO THE REVIEWS OF SOME WRITERS AND RESEARCHERS.....	18
TABLE 2: SIMPLE OF QUESTIONNAIRES.....	38
TABLE 3: DISTRIBUTION OF PERSONNEL - UNDER STUDY - BY GENDER.....	40
TABLE 4: DISTRIBUTION OF PERSONNEL - UNDER STUDY - BY AGE	41
TABLE 5: DISTRIBUTION OF PERSONNEL – UNDERSTUDY - BY YEARS SERVICE IN HOTEL	41
TABLE 6: DISTRIBUTION OF PERSONNEL – UNDERSTUDY– BY ACADEMIC SPECIALIZATION	42
TABLE 7: DISTRIBUTION OF PERSONNEL – UNDERSTUDY– NUMBER OF COURSES	42
TABLE 8: FREQUENCY DISTRIBUTION PERCENTAGES ARITHMETIC AND STANDARD DEVIATION OF RESPONSES OF RESPONDENTS ON INTELLECTUAL CAPITA DIMENSIONS .	45
TABLE 9:FREQUENCY DISTRIBUTION, PERCENTAGES, ARITHMETIC, AND STANDARD DEVIATION OF RESPONSES OF RESPONDENTS ON INTELLECTUAL CAPITAL DIMENSIONS.	48
TABLE 10:THE CORRELATION COEFFICIENT BETWEEN INTELLECTUAL CAPITAL AND SMART TOURISM MARKETING.....	49
TABLE 11:CORRELATION COEFFICIENTS BETWEEN INTELLECTUAL CAPITAL DIMENSIONS AND SMART TOURISM MARKETING	50
TABLE 12: INDICATE THE EFFECT OF INTELLECTUAL CAPITAL THE SMART TOURISM MARKETING	51
TABLE 13: THE DIMENSIONS OF THE INDEPENDENT VARIABLE	52
TABLE 14 :THE INFLUENCE OF THE DIMENSIONS OF THE INDEPENDENT VARIABLE....	53
TABLE 15: DISTRIBUTED FORMS IN FIVE STAR HOTELS IN ERBIL	66

LIST OF FIGURES

	Page
FIGURE 1 : STRUCTURE OF SMART TOURISM MARKETING	33
FIGURE 2 : RASERCH MODEL.....	39



INTRODUCTION

The hotels are an important investment of social, economic and political dimensions, so they need to be prioritized as a way to overcome the challenges that hinder effective outputs to achieve the objectives of the investigated organizations in spite of the efforts of the Kurdistan region of Iraq (KRI) to support this vital sector. Nevertheless, failure to manage these efforts scientifically and strategically does not guarantee the achievement of social, economic and political return equivalent to efforts and funds spent, Which justifies the increasing interest in intellectual capital in public hotels and in particular private five-star hotels in the city of Erbil, which may develop the hotel sector in the Kurdistan region of Iraq (KRI), therefore it can keep abreast of developments at all levels, besides to create an appropriate climate for investment and attract investors and draw clear features and vision in the city of Erbil, and the ability to keep pace with environmental changes through the ability to take effective decisions in this sector, also constant adaptation to the dimensions of intellectual capital that may lead to the success and extensiveness of hotel work and in particular five-star hotels, and through the adoption of smart tourism marketing effective.

Furthermore, the information based on the crude oil, is an important resource for organizations and even countries, although it can not be used immediately. However, it produces a number of marketing decisions for the services of residents who reside in hotels in general, so it must be collected in a good way that can be participated within the framework. In the subdivision of business, the future outline of the appropriate strategy and development plans can lead the organization and hotel industry to make the right decisions.

In order to achieve the current research objectives, five-star hotels operating in Erbil are selected to identify the role of the most important dimensions of the intellectual capital relationship in the smart tourism marketing in these hotels and to identify the nature of the relationship and the influence between them. Therefore, the significance of the current investigation is to address two main variables and apply it to the five-star hotels, to investigate the reality of smart tourism marketing in the

five-star hotels working in the city of Erbil exclusively and key factors supporting the improvement.

In addition, in order to cover the contents of investigation variables, theoretical and field, the structure of this investigation will divide into four main sections.

The first section will review the general framework of the investigation and methodology. The second is to present the theoretical framework of the research through addressing the two variables that are the relationship of intellectual capital as an independent variable and that represents smart tourism marketing as an approved variable. The third section is devoted to describing and analyzing research variables, choosing hypotheses, conclusions and a set of proposals for the investigation of organizations.

CHAPTER ONE

LITERATURE REVIEW

1.1. Literature Review

1. According to the Caddy (2001) "Intellectual Capital: Determining the Relative Importance of Intellectual Assets."

Research Objective:

Determine the relative importance of intellectual assets in a knowledge-based economy, assess the value of intellectual capital in Morgans and banks companies, and determine its role in developing its competitiveness.

Research Results:

A- Intellectual capital represents the majority and biggest amount of the total assets of organization investigations.

B - Intellectual capital is a prominent and essential role in the continuity and success of the organization.

C- Intellectual capital represents the difference between the value of accounting and the value of the market in business organizations, taking into account economic and political conditions, industry factors under consideration, and determining their degree of impact on the market value of the organization over a given period of time.

D-Intellectual capital is the dominant element in the development of competitiveness, particularly in knowledge-based and technological organizations, as well as organizations where human beings have an essential and important role to play in their achievement and maintain.

Search Recommendations:

A- The organization in the problem should encourage individuals to propose their new ideas and views, and experiment with new treatments.

B- Drawing lessons from past experiences (right and wrong), then promoting positive factors and eliminating or reducing negative causes.

C- Learning with others (group learning), an institution is impossible to succeed without group learning (members of the institution, or suppliers, or customers).

2. Malhotra, (2001), permitted “the role of knowledge in the development of intellectual capital”.

Research Objective:

A- The main objective is the importance of knowledge in the development of intellectual capital in the electronics industry companies, especially in light of the disappearance of the border and limitation between the internal and external environment of organizations.

B- The other objective is to increase complexity in the work environment and disturbance, as well as identifying the best methods for developing intangible assets, and the impact on customer retention, in light of contemporary challenges facing business organizations.

Research Results:

The best information and knowledge management can contribute to the building of organizations with high performance. This is achieved by enriching intellectual capital information through training and development.

Research Recommendations:

A- Promoting and encouraging creativity and innovation through creating the right environment for that, and addressing the organizational frustrations faced by workers.

B- The development of intellectual capital should be taken into consideration since it is considered one of the most important elements of improving the competitive position of the company being an investigation.

C- Team work and challenge among employees, as this contributes significantly to the preservation of the organization's distinct intellectual possessions.

3. SKYRME, (2003) entitled “Methods of measuring intellectual capital”

Research Objective:

The main objective is to increase interest in methods of measuring intellectual capital, where the balance expenses of companies to build a partial idea of the actual and real situation, and sometimes contained misleading data, thus, it needs efficient and necessary measures, to get and know the real value of companies.

Research Results:

The main outcome of this research is to the management of companies should have a sufficient knowledge of the impact of intellectual capital, imperceptible and intangible resources. Therefore, it may face inaccuracies in the measurement and disclosure process, which may affect the internal and external accountants' judgments, so there should be a measurement model that takes account of the legal and accounting matters of how to report and disclose it.

Research Recommendations:

A- Under the rule of globalization and the stability of competition, business organizations should consider measuring and evaluating their intellectual capital on an annual basis in order to ensure the process of growth and development.

B- Business organizations should select objective scientific methods and methods to determine the factors and components of their intellectual capital, in order to designate a specialized committee to do review it annually.

C- Legislators should be issue laws that impose on business organizations the methods and basis of their intellectual capital on an annual basis, according to each economic sector, so that it can be treated as an actual and real, and implicit value.

4. The research from Rhylander& Jacobsen, (2003) on "Methods of Intellectual Capital Development":

Research Objective

The objective of this research in ways and means is to develop and enhance intellectual capital and increase its effectiveness, based on real examples of major international companies, and the influence of intellectual capital and its impact on organizational performance in the environment of the knowledge economy.

Research Outcomes or Results:

A. There is a significant relationship between intellectual capital and organizational performance in knowledge-based business organizations.

B. Intellectual capital knowledge in the era will represent the main element of the corporation and organizational budget, while other assets, such as stocks, material resources, and machinery, are considered as secondary effects.

Research Recommendations:

A. The business organization should invest in intellectual capital and activate it by identifying and evaluating levels of intelligence and innovation within the organization and creating an effective system to reward creators and innovators.

B. The research organization should use the most important indicators of measuring intellectual assets: the cost of training, the value added of wages, the cost of information technology, and the rate of growth in the marketing share.

5. Estellesun (2004) researched on "The Importance of Intellectual Capital".

Research Objective:

In order to present and highlight the importance of intellectual capital as the main element of granting special to the organizational value, and to show how intellectual capital contributes to the process of evaluating and measuring the system of labor organizations.

Research Results

A. It is important to emphasize the internal reviewing when evaluating and measuring the intellectual capital of labor organizations.

B. An indication of the influence of intellectual capital is an important tool in order to evaluate and measure the value of any company.

Indicators reached for measuring intellectual capital is based on the number of projects.

C.It is significant of innovation every year, the cost of research and development, the number of capable individual with cognitive abilities, and growth rate in market share and number of patents.

Research Recommendations

A. It is essential to create the appropriate climate for the process of creating organizational knowledge.

B.It is significant to replace customary management practices with knowledge-based practices.

C. The organization should ensure the flow of knowledge at all levels of management in a comprehensive scientific method.

D.The application of modern methods to manage the human element is one of the factors that can affect the development of intellectual capital.

6. Singapore Administrative University (2004) researched on "Concept of Intellectual Capital":

Research Objective:

The main objective of the organization and institution is to see its vision and mission that is a vital resource for knowledge dissemination regarding the subject of institutional governance and intellectual capital.

Research Recommendation:

It advises that companies should work to establish an effective and dedicated network and technology in orde to develop an efficient framework of advanced knowledge in both the governance and innovation procedures, which is required in the concept of intellectual capital.

7. Aino (2005) researched on "How to Generate Intellectual Capital"

Research Objective:

A- The main objective of this study is that companies must have this unique element ensures the advantage.

B- Another objective of this research is the competitiveness in financial markets and the need to understand how to renew it at all times, and to clarify its own strategies to contribute to the achievement of the objectives of corporate governance.

8. Michel and Nouri (2007) researched on Competitive Advantage through Knowledge Management and Intellectual Capital:

Research Objective:

The main objective demonstrates the impact of intellectual capital as a powerful competitive force in organizational performance. It dealt with a model of companies operating in the Middle East to test five factors that are linking the performance of companies' management knowledge. The five factors are knowledge of the human element and growth, market information, strategic alliances, the flow of knowledge for decision-making, information.

Research Recommendations

A.The researcher recommends all these factors are appropriate and suggested to be adopted to improve the institutional and cognitive performance of companies.

B.The knowledge of the human element and its growth, strategic alliances and the flow of knowledge for decision making are the most important conditions for the success of the institutional performance at various levels.

9. Ali, Sami Saber and Gabriel (2016) researched on “The relationship of intellectual capital of smart marketing and their impact on competitive strategies”:

Research Objective:

The purpose of this research is to views of sample managers of bank industries in Erbil. The first variable is based on three dimensions such as human capital, structural capital and relational capital. Competitive strategies are a variable, which is based on three dimensions such as low-cost strategies, differentiation strategies, and concentration strategies.

Research Recommendations:

A.This research has a set of assistances and recommendations that are useful and significant for the intellectual capital:

B.There is a strong moral relationship between the dimensions (intellectual capital) combined and individual smart tourism marketing and it turns out that after the structural capital is the most closely linked to dimensions.

C.There is a strong moral relationship between the dimensions of intellectual capital and smart tourism marketing at combined individual and competitive strategies.

D.It turns out that after human capital and understanding of the market and respectively is the most closely related scopes.

E.The existence of a strong and moral impact of intellectual capital and marketing intelligence, individually and collectively in competitive strategies are showed that smart tourism marketing is more influential in competitive strategies.

10. Sayed Khalifa (2006) researched on “Evaluation of internal marketing procedures”:

Research Objective:

The vision of this research is an internal customer of the five and four-star hotels in Cairo. The internal marketing procedures in the Egyptian hotels under the required level are still needed. The hands working in the hotels need better skills, knowledge, and capabilities to keep pace with the developments in the Egyptian hotel industry.

11.Al-Tai and Hamid (2001) researched “Measurement of internal marketing evaluations and procedures in the Jordanian hotel industry from the point of view of employees”:

Research Objective:

The objectives of the study are to evaluate the internal marketing procedures represented by:

- The culture of hotel service.
- Human Resource Management (HRM).
- Dissemination of marketing information.
- The reward system.

The perspective of employees in the hotels, the results of this research is reached by the level of evaluation of employees in Jordanian hotels. It shows that the dissemination and distribution of marketing information were very weak.

12. Panegyric and Theodoridis (2009) researched on “Internal Marketing Impact on Business Performance in a Retail Context”:

The internal marketing components may impact on the business performance in the retail sector revealed the results of the five dimensions of internal marketing represented in the official interaction such as reward systems, feedback, procedures, internal policies and customer orientation. There is a positive impact of internal marketing on the performance of the retail business.

13. Abdel Samie, (2012) study entitled "The role of social networking sites in the marketing of Egypt as an international tourist destination":

Research objective:

- A. Researching the social networking sites and the benefits of using them.
- B. Study the actual reality of the extent of the use of social networking sites in tourism marketing within tourism companies in Egypt.
- C. Study and analysis of the obstacles to using social networking sites as a tool for marketing tourism within tourism companies in Egypt.
- D. Study the positive effects of the use of social networking sites on tourism marketing within tourism companies in Egypt.

14. Hamid (2012) researched on Analysis of the relationship between the synergy between smart tourism marketing and internal marketing and their impact on the satisfaction of employees in the chain hotels.

Research Objective:

- A. Determine the process can associate with the direction of the Jordanian hotels in staff, which is called internal marketing mechanisms. Internal marketing is relevance to the satisfaction employees in the five-star hotels that are operating in Amman.
- B. Another objective is diagnosing the relationship between internal marketing processes and smart tourism marketing mechanisms in the surveyed hotels.

C. The influence information of the mechanisms of smart tourism marketing on the satisfaction employees in the five-star hotels that are operating in the Amman.

D.Measuring the relationship between the smart tourism marketing processes and the satisfaction of hotel workers with the existence of the mechanisms of smart tourism marketing is represented by moving marketing information and dealing with it, distributing this information between administrative levels in hotels.



CHAPTER TWO
CONCEPTUAL FRAME
(INTELLECTUAL CAPITAL, SMART TOURISM MARKETING
AND RELATIONSHIP BETWEEN OF THESE CONCEPTS)

2.1. DEFINITION AND THE CONCEPT OF INTELLECTUAL CAPITAL

There is no doubt that human resources to a commercial, industrial or even organizational service are one of the most important departments, which contributes in one way or another in order to the central decisions of the institution and administrative practitioners. Therefore, this kind of management has the great interest in preparation, qualification, investment, selection, employment and performance evaluation workers. Hence, the major of investment can come with an intellectual capital at the head off concerns of any department that are concerned with human resources, making investment and conservation, which is required under strong competition for talented people (Abhayawansa, 2008:64). However, every HR manager and chief executive officer (CEO) should say that the perceptual qualification of human resources, in light of the conceptual development of the intellectual capital should look one of the resources of investment that contribute more or less to the social and economic development. The intellectual capital is the key to development in the organization. When the gap between intellectual capital and the rest of the capital takes place, they have to be taken care of by human attention in terms of training, preparation, deepening of expertise and administrative capacity. When human training is done, it is easy to develop and support the organizational development (Nerdrum, 2001:127). The capabilities of rest the capital should be aspirant countries to growth and progress of working on the development attention to the head of intellectual capital.

Currently, working in a new environment is constantly changing and intensely competitive internally and externally. Also, setting all organizations in face of constant challenge is important in order to adapt variables. There is a growing need to exploit all strategies available to win and support competitive advantages that make the environment superior to its competitors. It is only these organizations have

qualified human cadres while providing an organizational culture characterized by creativity and innovation. Therefore, the idea of this research is to try to explain the relationship between intellectual capital and competitive advantage of organizations as an attempt to determine availability (Al Kawaz, 2008:34).recently, changes in the local, regional and international economic environment have intensified and increased the competition between organizations at all levels.

Also, the knowledge economy has become more complex and dynamic, and it has become a strategic resource that grows cumulatively and affects largely on the competitive position of the organization. According to (Hangchon,2009:21), Intangible resources have become a real value for the organization and it has increased consciousness of the Importance of this regulatory resource, which can represent the knowledge of the organization .According to intangible resources have a great impact in giving this approach the real value and competitive advantage, and it has become called this resource capital intellectual, which has become one of the factors for the success of the task of the organizations (Havlovic, 1991:469).Quoted that in 1994 is the date of the beginning of intellectual capital and the first report was published in intellectual capital by the Skandia Company. Also, this company has become well-known for its management of intellectual capital. In addition, many companies, especially oil companies that are operating, and have turned their attention to intellectual capital, where the management of intellectual capital has become part of the daily life of these leading companies.

Furthermore, intellectual capital in this competitive economy and technological era has become the real capital of organizations as the cornerst one that plays a key role in the process of renewing and innovation. (Boorking, 2010:129).It is also the main process of change and creativity; therefore, it is able to transform knowledge into value and to the intelligence of smart tourism marketing. This means that the center of importance in generating value has shifted from the exploitation of natural resources (physical) to the exploitation of intellectual assets (intangible) and the law of diminishing returns (which applies to material goods) to the law of increasing returns (in terms of knowledge and ideas).

Currently, the requirements of the business environment and its competitive edge are to focus on how to develop its intellectual capital in order to achieve factors that are the best of competitors, whether at the quality of the product, service, cost,

price or other excellence strategies,(Sveiby, 2001:120) States that Intellectual Capital (IC) represents the real capital of organizations. This concept has expanded to include the material, financial, cognitive, cultural and intellectual potentials of the organization. However, not all employees are replying the intellectual capital. There is the term of human capital, which is called the individual's experience and skills that are related to the generation and composition of the organizational value and capital, also not all workers' skills, knowledge and experience are intellectual capital for the organization. Nonetheless, it can also be counted if these skills and knowledge are distinct, so they do not have the same competition organizations; as well as the level of strategy that makes the customer pay a price to benefit from distinct products and services(Schein,2006:356).Recently, the commercial organization and international organization is observing fierce competition because of the pursuit of creations and innovations; hence the competition is now the only fixed thing and is changed.therefore, it is essential to provide best implements, factors and variable contemporaries that impact to stay in success business around the world.

Additionally, the intellectual capital is one of the modern variables that contribute to survival, especially if it stimulates and motivates the production of new ideas or the development of old ideas (Brooking, 1996:48).The intellectual capital also focuses on the creative and creative energies existing in the organization, and how they are discovered, invested and preserved the most valuable of human resource and the most valuable strength.

As well, industrial companies are one of the most competitive businesses; there is some research shown that the impact of intellectual capital on increasing productivity in organizations is an urgent necessity because it will make known how much impact on organizational competition, and it will have an influence on the organizational successful.

2.2. DEFINITIONS OF INTELLECTUAL CAPITAL

Intellectual capital is the group skills available in the organization, which has a broad knowledge in order to make able to become the international organization by responding to customer requirements and the opportunities offered through technology. Intellectual capital is to be distinguished from the physical capital and human capital (Niewiadomski, 2017:123):

A. Physical capital is the resources that appear in the organization's budget such as real estate and accommodation.

B. Human capital is skills, creativity and accumulated experience of the human element in the organization

The view of definitions the intellectual capital such as (AlSaleem, 2008:19):

- Knowledge is how to administration business.
- The system is used to understand situations and effects.
- Ability to apply skills in the most difficult situations and times.
- Knowledge is gained through training and experience.
- Organizational knowledge as well as knowledge industry.
- Knowledge is used to avoid consequences

Knowledge is How to find and Get Information and Knowledge:

In light of the above, I believe that intellectual capital is the mental capacity of a particular category and kind of human resources which represented through competencies capable of generating ideas in which related to the creative and strategic development of systems, activities, processes, and strategies to ensure that the organization has a sustainable advantage(Michel,2007:78). I also believe that the concept of intellectual capital is a permanent concept of renewal due to the rapidly changing environment. That is surrounding all parts of the company from the integration of the skills and experience of all its members to the advantage in dealing with their suppliers and the end to the quality of the product and service that is provided to customers. Therefore, it is not possible to give a specific concept to this important resource, which is one of the competitive advantages to reach institutional governance that will raise the value of the company locally and globally.

2.3. THE IMPORTANCE OF INTELLECTUAL CAPITAL

Nowadays, Intellectual capital is seeking to organizations in order to be successful in the long-term because the intangible advantage is the most important to represents in a tangible way the acquisition of expertise, experience, techniques and individual competencies in the organization (Edvinsson, 1991:21). Points out that the importance of intellectual capital stands out in which it represents one of the source of profitability and the competitive edge of the organization. The attention to intellectual capital is imperative to impose the nature of scientific challenges, rapid technological developments and new competitive pressures. According to (Chaharbaghi, 2006:42) the effective management of intellectual capital may be the final determinant and factor of the organizational performance. Today, in terms of business, Companies that wish to succeed, should make and built appropriate investments in intellectual capital property in order to have individual abilities and skills that go beyond their competitors. Also, in today's organizations, most of workers have to move from traditional work to job knowledge, whose responsibility is deeper and broader (Usoff, 2002:9). Explain that the survival and prosperity of the knowledge economy today requires a vision of knowledge and mental capabilities and renewed experience and high skill. Hence, Intellectual capital is the support of the knowledge economy and the key to success of business organizations (Farhan and Abadi, 2006:23). Explain that the importance of intellectual capital involves these points in the below:

- Intellectual capital is the main tool of the organization in today's world, because it represents the strong force that makes sure the subsistence of the organization.
- Intellectual capital is an essential source of competitive advantage.

2.4. COMPONENTS OF INTELLECTUAL CAPITAL

A- Organizations,(Chen, 2005:159),It competes on the basis of knowledge and advantage of information; and thus counting the intellectual capitalis responsible for the process of transforming the resource and knowledge distinct to the contribution of economic value in the market.

B- The knowledge provided in intellectual capital is unique and unavailable, and provides intellectual contributions that are enable to the organization in order to increase its production in comparison to its counterparts.

C- There is a difference between Authors and researchers in determining the components of intellectual capital.This difference is due to their thinking and studying on the subject, who is according to thinking and in order to access the components of intellectual capital adopted by the researchers. This research will review the most important subject and investigation as shown in the table below (Ordenez, 2002:287).

Table 1: Components of intellectual capital according to the reviews of some writers and researchers

Authors and Researchers	Components of intellectual capital
Brookings, 1996	Human Capital, Relational Capital, Intellectual Property, Intellectual Property
Edevinsson, 1996	Human Capital, Relational Capital, Intellectual Property, Intellectual Property
Edvinson and Malone, 1997	Human capital, relational capital, scientific assets, innovation and development
Stewart, 1997	Human Capital, Structural Capital, and Relative Capital
Sveiby, 1998	Human Capital, Structural Capital, and Relative Capital
Despres and channvel, 2000	Human Capital, Relational Capital, Intellectual Property, Intellectual Property
Gvthrie and Petty, 2000	Human Capital, Structural Capital, and Relative Capital
Mayo, 2000	Human Capital, Structural Capital, and Relative Capital
Xero, 2001	Human Capital, Structural Capital, and Relative Capital
Mc Elroy, 2002	Human Capital, Structural Capital, and Relative Capital
Chen and Yuanxie, 2004	Human Capital, Structural Capital, Relative Capital, Creative Capital
Kaplan and Norton, 2004	Human Capital, Regulatory Capital, Information Capital
Hassan, 2005	Human Capital, Structural Capital, Relational Capital, Intellectual Property, Intellectual Property
Murad, 2008	Human Capital, Intellectual Property, Intellectual Property
Mitchell, 2010	Human Capital, Relational Capital, Intellectual Property, Information Capital

Resurce: Ali, Sami Saber and Gabriel (2016) "The relationship of intellectual capital of smart marketing and their impact on competitive strategies",

The above table shows that the dimensions (human capital, structural capital, relative capital) are the most widely adopted dimensions in the studies (100 %, 66 %, and 60%) respectively components of intellectual capital consist of:

1. Human Capital

It is the knowledge that is preserved in the attention of the individual worker and which is not owned by the organization (Devos, 2005:41). It is related to the individual personally and to the skills, experience, and abilities of the individuals, which together constitute the knowledge balance of the individual so that worker can carry out the various tasks and duties and who is connected to the human resources of the organization. It includes knowledge that can be converted and transformed to value (Harrison, 2000:38), therefore, complete achievement has been acquired through their lives and used in the production of products; and it is an important source of creativity and strategic innovation.

2. Structural Capital

It is the structural capital used by the organization to create value in its business operations. The operating facilities, distribution networks, equipment of technical and knowledge are supporting the productivity of the working personnel and help the organization to do what is required of its efficiently and effectively (Dumay, 2017:29). Hence, it includes the structural capacity to move and develop initiatives through taking into new account expectations and new recognizing ideas, concepts, and tools adapted to change that include culture, organizational models, processes, and distribution channels, which are linked to the organization's infrastructure. The physical structure includes buildings, computers, and intangible structures such as the organization's history, culture, and management.

3. Relational Capital

It reflects the nature of relationships that connect the organization with its customers and suppliers that help in developing and transforming the idea in to a product or service (Lim, 2004:181). The knowledge of all relationships of the organization is the knowledge of customers, competitors, trade unions, and governmental organizations that are including the strength of the organization's relationship with these customers and the degree of their loyalty and satisfaction. I believe that the interaction and communication between these components will help determine the true value of company's intellectual capital. All of these components can also be integrated into three main components such as (Patty, 2000: 155):

1. Human capital (It means the employees and their knowledge and experience).

2. Structural capital (It is the knowledge and intellectual property that continue in the organization after its members leave it, and are stored in databases, documents, and organizational structures) (Mosavi, 2012: 1396).

3. Relation capital (It is the value obtained from the organization's dealings with the external environment of customers, suppliers, competitors and others).

2.5. ELEMENTS OF INTELLECTUAL CAPITAL

The elements of intellectual capital can be summed up in the following elements:

1. Attracting Intellectual Capital

The attracting intellectual capital represents the organization's ability to seek and attract advanced expertise and occasional skills (Sullivan, 2000:328).

The process of attracting intellectual capital involves the following processes:

- Search for advanced experiences.
- Attract advanced technical skills and talented people.
- The design of an information system facilitates the task of attraction and polarization.

2. Intellectual Capital Industry

It represents the capacity of the organization to continuously increase its knowledge base through capacity enhancement and development of interpersonal relationships to cooperate in solving complex problems (Bontis, 2001: 60).

3. Strengthen the Capabilities of Working Individuals

It is important to develop programs in order to develop human relations in the workplace to reduce opposition among working individuals. The creation of intellectual goods can represent those goods that co-operate a group of individuals on joint learning and propagation among the professional group.

4. Activation of Intellectual Capital

It represents the set of methods used by the organization to revitalize the process of innovation and creation among its employees constantly (Sáenz, 2017:129).

These methods include: Using the way ideas are flashed with workers to raise their creativity, to generate the largest number of ideas forming passionate groups that represent active groups that love challenge and high achievements in work. Establish a system is to collect views of workers and their development proposals.

5. Keeping the Intellectual Capital

It means the ability of the organization to focus on the cognitive energies and brilliant stars of workers who are capable of producing new ideas or of developing old ideas that help and assist the organization (Read, 2003:228). So it can be said to keep reducing the problem of many companies in the channel of users through retirement, resignation or transfer to other sections within the company. These users have knowledge of their business and business processes, and all data and knowledge supporting their work. Also, it is important to know how things go in the company and what works does not fit the company, but there are no incentives or means to share knowledge or ways to transfer the knowledge that these users have to get from others workers in the company. This knowledge may be the important tool is used by the company in order to raise its value and share in local and global markets. Moreover, human resource (HR) managers in many international companies are concerned about the high turnover of employees in their companies because this exposes them to significant rates in the search for an alternative employee who has the best knowledge of their work. Therefore, HR managers should maintain and keep the intellectual capital of their company (Brown, 1998:47).

In addition, the need to commit or oblige all employees of the company is to maintain this unique intangible asset and the great challenge lies in how to obtain and keep intellectual capital. The solution may be to capture the knowledge stored in mind of staff, and to transfer them to the new staff or train them.

Intellectual capital is maintained in the following ways:

- Continuous training and development.
- Material and innovative motivation.
- Minimize opportunities for expatriate organization.

6. Attention to Customers

It means the extent to which the organization is interested in customer opinions and proposals and takes them into consideration when designing and modifying existing products (Kujansivu, 2008:25).

The process of kind for customers is carried out by the following processes:

- Develop a system for documenting customer requirements.
- Develop the system of service delivery to customers.
- Contribution additional benefits to customers.

2.6. MAIN SOURCES OF INTELLECTUAL CAPITAL

Intellectual capital happens in three locations

1. Employees

A factory worker who offers a proposal to increase the company's profits is considered an intellectual capital of the institution. This applies to knowledge or innovation that offers useful solutions to customers or consumers (Brenca, 2013:495).

2. Work System

It is not enough to say that we have highly individuals' qualifications and skills as the only ones who are able to give as much information. It is a possibility about the real benefits of products and services that provided through the company. And then expect productivity and revenue to rise automatically as workers work within a particular system. This system is similar to the engine of a vehicle. An effective structure of work is conducive to the exchange, transmission, and dissemination of useful knowledge to locations of need through an appropriate information flow system. Employees operate the components position, while the organizational structure is the alignment that holds the equipment in places and supplies. An effective structure of work is conducive to the exchange, transmission, and dissemination of useful knowledge to locations of need through an appropriate information flow system (Mayo, 2000:533). As components need maintenance and lubrication, and workers need an effective training system to increase their abilities and skills?

3. Customers

It is important to all HR managers and CEO in the organization work on the integration of the element and attention to all the information that is contained in each customer, and it can give them the greatest amount of information and knowledge about the process that employees and managers do not know everything about it (Petty, 2000:176). This is the real benefit of products and services. They work to achieve the advantage that makes the company distinguished from other competitors in order to operate in the same field. Therefore, all managers should establish an effective system for collecting useful information and data. For example, the telephone number of the customer is not considered strategic information.

2.7. BENEFITS OF ATTENTION TO INTELLECTUAL CAPITAL

The importance of intellectual capital stems from the fact. And it represents the capital of the organization; especially these organizations compete based on the knowledge, information, and skills. Therefore, attention is an inevitable issue imposed through the contemporary scientific and technological challenge (Nurhayati, 2017:145). There are many benefits that an organization can gain by focusing on intellectual capital, because it leads to:

- Increase creative capacity.
- Inspire and attract customers and enhance customers' loyalty.
- Promote time competition through offering more new and reducing the time between each innovation and creation.
- Reduce costs and afford ability at competitive prices.
- Improve productivity.
- Enhancing competitiveness.

In light of those benefits above, (Alvesson, 1995:63) I would like to say that intellectual capital is one of the most valuable assets of the 21st century because it represents scientific forces capable of making fundamental changes to everything in the work of organizations. As well as it is becoming one of the most important indicators reflecting the evolution of administrative thought, also it is the best strategy to invest in the privileged category of society in terms of knowledge and skills.

2.2.1. Definition and the Concept of Smart Tourism Marketing

The definition of smart tourism marketing is a systematic process to collect and analyze widely available information about competitors and development in the marketing (Christopher, 2004:131). The main objective of smart tourism marketing is improving strategic decision-making. Monitor and evaluate competitors' activities seek to attract managers' attention to avoid risks or threats, and early treatment and capture opportunities in the market. The sources of information about smart tourism marketing activities are highlighted by the internal sources of business organizations such as executive managers, engineers and experts, and sales forces.

Marketing management can also obtain information from suppliers and intermediaries with direct contact with customers. The main key to getting the real information is the customers because they are the final arbiter to assess the quality of the product, whether the product of the organization or its competitors in marketing. And based on the above requires marketing managers to follow up and control competitors in the same industry and try to gather as much information as possible about new products in terms of characteristics, pricing mechanisms, means of promotion and distribution channels are applied. In addition, in order to select the different types of physical supplies are possessed by competitors and identifying the strengths and weaknesses (Kim, 2016:1340). In this area, there are several approaches and methods that have to be followed by the business organization for the detection of information intelligence:

Information Intelligence competitors in the market contains:

- A. Annual reports.
- B. Business publications.
- C. Trade Show Exhibitions.
- D. Media Tools.
- E. Advertisements.
- F. Electronic Web pages.
- G. Internet

The Internet has become the best way to get broad information about competitors, suppliers, intermediaries and even consumers (Ordonez,2003:61). In today's world, it is seen many companies providing information and details on Websites, which may be attractive information to consumers, businesses, and suppliers. It should be noted that this information about the company itself and companies competing in the market, has become the process of collection and analysis of data, and marketing information training program benefiting the trainees specialized in marketing intelligence. There are several researchers suggest that global companies are beginning to feel each other because of the growing use of smart tourism marketing. There have been a number of ethical issues that require these companies to adopt legal mechanisms that limit the use of the information (Kotler and Keller 2012: 18).Noted that the system of smart tourism marketing is a set of procedures and sources used by managers to obtain daily information related to development in the marketing organization's situation. According to the smart tourism marketing system is the process that applies ethical methods to detect, develop and deliver the required information to the decision-maker in a timely manner to make the organization in a competitive position in the market is compared to other company's competitors and support strategic decisions based on the system smart tourism marketing.

Based on the above, the researchers give a comprehensive definition of the system of marketing intelligence, which includes a set of procedures used by the management of the organization (Niewia domski, 2017:148).The purpose of obtaining information in a continuous manner relate to developments and changes that occur in the marketing environment, which are directly or indirectly relating to the objectives of the entrepreneur consumer satisfaction, employees prosperity, and profitability. It should be noted that the process of gathering and analyzing available data or information on current and future market developments becomes necessary on the basis of ethical dealing with the system of marketing.

Information through the best use of information technology (IT) is to achieve mutual benefits for both organizations and customers (Yoo, 2016:428). And the search is a competitive advantage that enables the organization to outperform its rivals in the digital or space market, the ability to rationalize information intelligence

and intelligent shopping agents. They are software-based search systems that retrieve and reprocess information about producers and pricing from a group of sellers.

In order to use this system, the user selects the product or other criteria, such as the price range of the product. When the seller returns information about the markets or outlets, prices and the availability of goods and services, this means that the organization should follow the interactive Selling System (ISS).

This relies on the tightly integrated system of marketing information database, sales system, and system to generate proposals and order management system, within the user-friendly interface (Xiang, 2016: 44). This system is used in particular to facilitate and enhance the sales process. Using such a system, the salesperson can meet customers that help them to provide detailed services on the scaling process. There are several kinds of literature on marketing suggesting that holistic marketing is based on the development, design, and implementation of marketing programs, processes and activities that recognize breadth and interdependence. Holistic marketing includes four dimensions such as integrated marketing, socially responsible marketing, relationship marketing, and internal marketing. These kinds of holistic marketing emphasize that everyone in organizations must hold and assume the principles of appropriate marketing. Especially with senior management, internal marketing is recruitment, training, and motivating capable staff (talented people) who wish to serve customers well (Kotler and Keller 2012:18-22). The internal marketing is one of the most important modern concepts of marketing, which has become one of the most important things and priorities that should be followed by modern organizations, because of its great importance and its effective role in the internal and external marketing environment.

Moreover, considering marketing as a function or practice that must be practiced and trained by all individuals in the organization without being limited to a department or a specific entity through working as a team to reach the provision of services of outstanding quality. It should be noted here that the concept of internal marketing is closely linked to the philosophy of HRM, for example, hotel workers who are considered as internal customers in the hotel and through them interact with external customers (Li, 2017:293). The concept of interactive marketing is based on the nature of the interactive relationship between two parties or customer, and the service provider or the worker may well be questioned by those who accept and

satisfy wishes of the customer, but the one who satisfies the latter, because the latter or service provider if not satisfied, the lack of satisfaction will be reflected negatively on the beneficiary or user of the service. Therefore, hotel management must take into account external customer satisfaction closely linked to internal customer satisfaction (Ali, 2016:46). This is not only in the hotel industry but extends to all service sectors such as universities, hospitals, transport and commercial banks. The world is now an important stage of the radical transformation that is ended in the stage of globalization and the removal of various barriers between countries. And the free trade in goods and services between them requires the need to pay attention to marketing activity as an important factor and influential in different communities to facilitate access to the various needs of these goods and services.

Modern marketing has undergone successive stages of development and has faced many economic, social, political and other variables, which influenced the marketing concepts with the development of the modern concept (Wang, 2016:320). Which focuses on the consumer and takes the satisfaction of their needs and desires that is a key focus around in which all efforts and marketing activities, not only marketing activity on goods and services typical, but extended to the tourism industry as an important source of income in modern societies. Hence, roles of Smart marketing tourism and hotel, especially in Arab countries, have been interested in this kind of industry, and they are a great interest to diversify their sources of income and exploit their natural and historical resources. Optimally, in order to achieve the greatest economic returns such as Turkey, Spain, France, Egypt, Jordan, Morocco-Tunisia, United Arab Emirates (Dubai) and Syria.

Further more, raising the level of marketing efficiency of tourism agencies and companies is responsible for the tourism industry, and the development of tourism product on the map of international tourism is significant for the increasing income. Therefore, (Ali, 2016:35) smart tourism marketing is a key factor in achieving tourism development because of its important role in the promotion of marketing and tourism services in general. In this sense, smart tourism marketing through advertising is necessary for this direction depends on the psychological satisfaction and pleasure to create desires and motives consumption of tourism product and expansion of the smart marketing tourism and attracting the largest possible number of applicants for these services on the extent of the popularity of

tourist products is not less important in this area. It is imperative to emphasize that the successful smart tourism marketing approach is what creates the continuous communication between the tourism industry and its consumers, which necessitates a comprehensive national plan for tourism marketing (Luckman, 2000:9). As well as efforts at the level of individual activity through tourism companies and hotels. The participation efforts between the governmental and private levels, especially at events such as festivals, conferences, and others, are playing an important role in promoting tourism product in hotels associated with it. Therefore, is not easy to develop a comprehensive definition of marketing.

Therefore, the United States Marketing Association defined the innovation or creation of consumer needs and then stimulated the motivation and coordination of the use of all functions within the project, which can respond to those needs in a way that benefits for the seller and buyer. Marketing is a human activity geared towards satisfying needs and desires through exchanges (Wong, 2016:309). Marketing is a comprehensive idea that requires serious attempt to diagnose needs of current and prospective consumers as key supports of project survival; and The definitions of marketing varied according to owner point of view, and deal with the economic aspect of the benefits provided by this activity to the consumer, administrative from the angle of administrative activities and so on.

This is what official and non-official institutions and tourism projects suffer through adapting and regulating policies at the local, regional, national, and international levels to maximize the satisfaction of desires certain groups of tourists' consumers with an appropriate profit for smart tourism marketing. As well as what are the expected results to be achieved through the various means of advertising, and the execution results of the process of developing the tourism product, such as new programs, new types of tourism, new tourist facilities, new income of transport, new archaeological discoveries, research marketing, and how research contributes to the improvement and development of the tourism product in order to reach the best results in increasing distribution outlets or sales teams. According to (Buhalis,2008: 609) marketing is the analysis, planning, coordination and control of the program that is returned to achieve an exchange of things that are in target markets for the purpose of achieving organizational goals.

Marketing depends heavily on the design of the presentation that the organization submits based on the needs and the desires of the target market. Moreover, the environment in which the organization is active today is a turbulent environment with difficult and complex variables. These changes are the sharp competition experienced through organizations, which requires them to evaluate the market in order to adopt a strategy and use all possible marketing means to cope with them in order to survive and maintain the competitive situation as well as market share. Smart tourism marketing is one of the modern concepts that is first designed and adopted by Robert Williams in 1961 at Edward Dalton Company, which has been the primary means of marketing management (Qashi, 2012: 773).

The smart tourism marketing seeks to transfer data, information, and knowledge. The data is based on the structure of smart tourism marketing. The first level is the base of the pyramid related to the data concerning the internal and external environment of the organization, market, and product or service information and customer information. The second level includes the information generated from the data on the first level of analysis of understanding of the market and consumer, while the third level, which is the highest level of the pyramid, includes information that helps decisions maker concerning the market and the consumer (Cuardo, 2008: 155).

The main objective of smart tourism marketing is to help marketing managers to make decisions that are faced daily in different areas. For some researchers, smart tourism marketing can be defined as representing the existing knowledge about external environment processes. Smart tourism marketing is clearly a complex process and has the potential to influence the quality of marketing decisions. Smart tourism marketing is a systematic process to collect and analyze publicly available information about competitors and developments in the market (Kotler and Keller, 2012:22). And the concept of smart tourism marketing is defined as a set of information that concerns current or potential enemies. Smart tourism marketing includes a collection of information collected from both internal and external sources about the target audience of consumers.

2.2.2 Characteristics of Smart Tourism Marketing

The operation of smart tourism marketing requires a set of requirements, resources and information (Glance, 2005:428).The system of smart tourism marketing has a legitimate legal and ethical approach, different to what some believe. The system is the most important strategic method of information in the organization because it provides the management with intelligence information. A smart tourism marketing system can help management make decisions.

2.2.3. Importance of Smart Tourism Marketing

The importance of smart tourism marketing can be summarized in the following (Fesenmaier, 2017:39):

- Manage skills to achieve and develop the organization's strategic objectives.
- Abridge between very large amounts of information and business strategies.
- One of the key sources of innovation and innovation in the organization.
- Support timely decision-making in a complex situation.
- Improves application management of organizations.

2.2.4. Types of Tourism Marketing Intelligence

A. Decentralized Centralized of Tourism Marketing Intelligence

This means that there is a central component that is responsible for smart tourism marketing activities. One of the most important features of this system is the duplication of functions that are related to activities within the organization. In contrast, the component is often unable to track the daily developments that occur in the markets of the organization such as information flowing to marketing decision makers (Nielsen, 2017:30).

B. Decentralized Tourism Marketing Intelligence

The activities of decentralized smart tourism marketing are practiced through a number of components deployed within the organization by the intelligence to the concerned parties. And it is one of the most important features of this system to raise the efficiency of intelligence representatives as a result of increasing the amount of specialization (Khalid, 2012: 151).

C. Formal Tourism Marketing Intelligence

Formal system in the organization includes a number of rules and procedures developments, policies. And the specific organizational structure may include the smart tourism marketing component, which is usually part of the marketing department, and the component is the formal collection of data and analysis using the resources available to them from the Hardware, Software and Personnel.

D. Informal Tourism Marketing Intelligence

There are no written procedures for the practice of intelligence activities. Rather, these activities are carried out through various means of communication and follow-up of what is published outside the organization of information and news that affect the marketing activity of the organization. There are many disadvantages of this system such as delayed arrival of the requested information, As well as the distortion of information resulting in the way of one person to another informally is leading to the deviation of the original information about those reached the decision-maker (Alaq,2009: 203).

2.2.5. Components of Smart Tourism Marketing System

The smart tourism marketing system consists of four subsystems which are integrated with each other in order to provide important information and submit them to marketing management (Kotler, 2003: 64):

1. Understanding Customer

The customer is the starting point in modern marketing activity. In modern organizations, knowing and understanding customer is the most important resource of revenue for the organization. The customer is the center of the game and the essence of marketing work.

2. Understanding the Market

In the organization, the most important variables to consider in market understanding are market growth, market share, market size, and the nature of potential customers.

3. Product Intelligence

Product intelligence information plays a key role in making combination decisions through providing intelligent information about the organization's potential for obsolete products.

4. Competitors Intelligence

It refers to the ability to collect data and information about competitors and their current activities. Also, the analyzing their past behavior in order to provide a model for predicting their future behavior and gaining insight into their existing and potential product strategies that are important inputs to shaping marketing strategies (Kotler and Keller, 2003: 74). Tourism marketing and promotion is a continuous and systematic process to market the tourist product with its attractive areas, goods and quality services, in order to build the positive image of the country as a tourist destination in the internal and external tourism markets. Thus enhancing the confidence of visitors and increasing the tourist demand in the destination country. This should be based on a modern marketing approach based on an organized marketing structure. Moreover, tourism marketing is a key factor in achieving tourism development due to its important role in tourism promotion and tourism services.

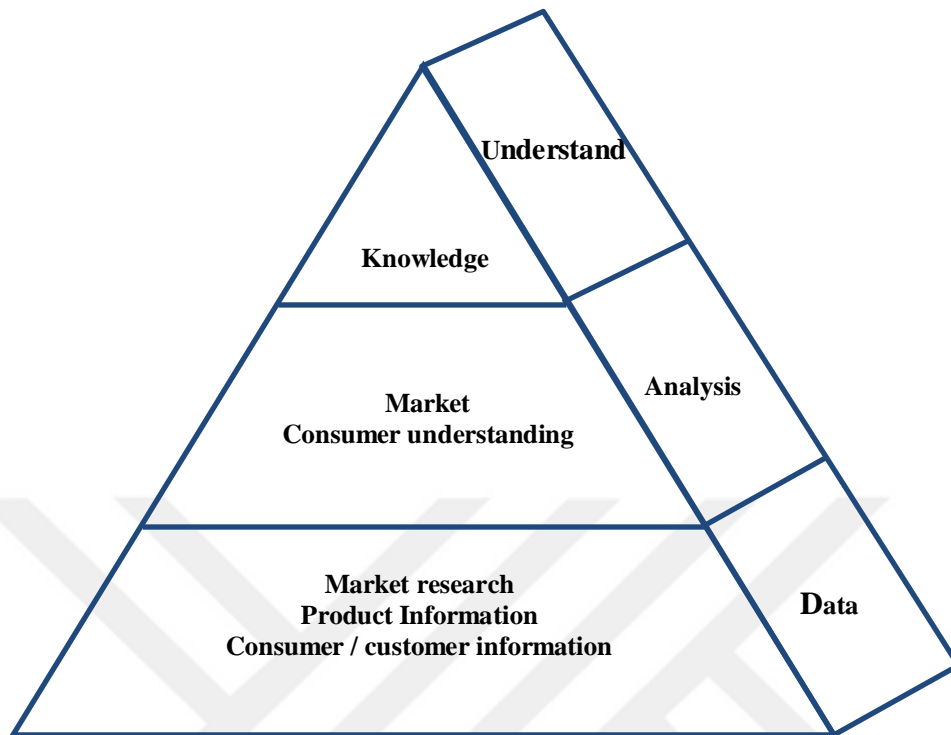


Figure 1: Structure of Smart Tourism Marketing
Resource: Preparation Researcher

2.2.6. Relationship of the Intellectual Capital of Smart Tourism Marketing

The head of the intellectual capital of the relationship of intelligence tourism marketing independent Kmngaran consists of two dimensions: human capital, the head of the structural capital, capital relational customer understanding, understanding of the market, smarter competitors, and to achieve the goals of current research, has been addressed variables depending on the analytical descriptive approach, three hundred and fifty (350) managers and Roasaou al aksam and staff at the hotel five-star with long experience and knowledge in the field of hotel five-star was chosen as their work, were distributed a questionnaire which was designed as a tool for data collection and analysis in the field side to show after a field study, we find that there ar between the moral dimensions of intellectual capital and represented after these individual dimensions in smart tourism marketing. And of customer intelligence, smart marketing, and intelligent competitors combined in tourism marketing, as well as the existence of a significant relationship between each

of these dimensions after the individual in the this research ended with a series of proposals in line with the conclusions to strengthen the base of this vital sector.

Smart tourism marketing, a number of conclusions was reached based on the results:

1. There is a strong positive correlation between the intellectual Capital Relationship with smart tourism marketing collectively / individually dependent variable, it turned out that after hotels is the strongest link in the dimension.

2. Having a strong positive impact of the two dimensions related to the intellectual capital of a collective / individual on smart tourism marketing, it turned out that after the hotel has the greatest impact in promoting competition relations.



CHAPTER THREE

SAMPLE APPLICATION

3.1. RESEARCH METHODOLOGY

The current research was based on the presentation of the theoretical framework on the contributions of writers and researchers collected from the sources represented by the scientific references of books, magazines, studies, and related scientific researches and researches, whether available within the city of Arbil and the Internet. On the field side, the analytical descriptive approach was adopted to address its variables, to collect the data and information required on the personal visits of the surveyed hotels and to interview the sample members to clarify the paragraphs of the questionnaire and their ability to diagnose and measure the variables as well as to test the content of the questionnaire by extracting the internal consistency coefficients For each dimension using the correlation matrices that indicated the existence of strong internal consistency between the dimensions of intellectual capital and smart tourism marketing and to express the validity of the construction of its contents and the purpose of conducting a scientific analysis and integrated nature of the relationship between the variable .

The analysis of the results, the analysis of the results, and the conclusion of logical conclusions on the nature of the variables of research, relations and influence between them, through the use of a set of statistical methods and relying on the computer software (spss-v-22.0) for analysis purposes. Research on the following statistical methods: frequency, percent, The mean, standard deviation, and coefficient of correlation for the purpose of measuring the strength and nature of the relationship between two variables, simple linear regression regression to determine the significance of each dimension of the two independent variables, the multiple regression to show the significance of the effect.

3.2. RESEARCH PROBLEM

Recently, the Kurdistan Region Government of Iraq (KRG) has significantly changed change in all aspects and factor of life in particular hotel sector in light of the increasing competition and the rapid technological developments and the growing effects of globalization and the dimensions of the vitality of this sector,

which requires the management of these hotels to take care of intellectual capital and use to achieve long-term goals and maintain its position consider its future investment and it is also important to allow managers to perceive and take hold of opportunities and adapt to the changes that surround in this industries. In contrast, recently, the concept of promotion the smart tourism marketing with the interest of writers and researchers as one of the modern management concepts in the field of marketing, which may concern with the method in which hotels seek to achieve its long-term marketing objectives and will develop in light of analysis of the internal and external environment of five-star hotels to diagnose the strengths and weaknesses, to get opportunities and confront threats in which they operate.

3.3. RESEARCH QUESTIONS

Consistent with the overhead and significance of intellectual capital variables, smart tourism marketing can reflect the problem of research through following questions

- A. What are the levels of intellectual capital in the surveyed field?
- B. What are the levels of smart tourism marketing in the surveyed field?
- C. Is there any relationship between intellectual capital and smart tourism marketing in the surveyed field?
- D. Is there an impact of intellectual capital on smart tourism marketing in the surveyed field?

3.4. RESEARCH IMPORTANCE

The research has gained significance from the importance of variables investigated. It has become a variable (intellectual capital, smart tourism marketing) an important subject in administrative thought, which start to raise the interest of researchers and scholars in this field; and it also will present several ideas about its role in developing and improving performance, the current research highlights and shows its importance through :

- A. The importance of the research stems from the fact that it deals with two important variables (intellectual capital, smart tourism marketing) at the level of research and application in business organizations, especially the five-star hotels that seek success and competitive advantage in a world of strong competition.

B. What the research will reach from the results and recommendations that would benefit from the five-star hotels in Erbil in adopting the intelligence of smart tourism marketing enhance its position and enable it to stay and continue in the market and compete with other hotels.

3.5. RESEARCH OBJECTIVES

In light of the general framework of the problem and its importance, the current research aims to achieve the following:

A. The conceptualization of (intellectual capital, smart tourism marketing) is important variables in organizations in general and five-star hotels especially through the building of a conceptual framework for the variables.

B. Highlight the relationship between intellectual capital and smart tourism marketing and influence in intellectual capital, tourism marketing aptitude.

C. Discovery of the intellectual capital owned by the reviewed hotels.

Construct a hypothesis and try to assess ment it statistically in the surveyed hotels.

3.6. RESEARCH TOOLS

The survey used a questionnaire prepared by the researcher clarify as follows:

The Section One (personal Information): Variations related to the personal information of the research sample include (5) paragraphs (Age, Gender, Academic specialization, Years service in hotel, Number of courses).

The Second Section: The search variables include Intellectual Capital and smart tourism marketing each consists of three dimensions as follows:

A. Intellectual Capital

1. Human Capital
2. Structural Capital
3. Relational Capital

B.Smart Tourism Marketing

1. Customer Understanding
2. Understanding Marketing
3. Competitors Intelligence

The third Section: Includes variables related to the distinction between the two main dimensions are Intellectual Capital, Smart Marketing Tourism a measure of (39) paragraph ranging from the response (1-5) as follows:-

Table 2: Simple of questionnaires

Strongly Dissagree	Diss Agree	Neutral	Agree	Strongly Agree
1	2	3	4	5

3.7. RESEARCH LIMITS

Based on the investigation of the relationship of intellectual capital of Smart tourism marketing not the opinions of managers, heads of departments and employees of five-star hotels in Erbil, so the limits of research are as follows:

1. Objectivity Includes

A. The relationship of intellectual capital such as (human capital, structure capital and relation capital).

B. Smart tourism marketing (customer understanding, understanding the market and the intelligence of competitors).

2. Research Duration

The duration of the investigation lasted between (16-11-2016) until (15-5-2017) beside theory and temporality.

3. Population of Research Sample

The population of a sample of five-star hotels that are (Hotel.... in order to obtain field data)

3.8. THE TYPE AND SOUNCES OF RESEARCH DATA

1. Secondary Sources:

The researcher relied on books, references and university messages which dealt with the subject of the study directly and indirectly in order to find out the modern scientific foundations related to the study, which helped to build the theoretical framework of the study.

2. Initial Sources:

The primary sources of data collection were based on a questionnaire specially designed for this purpose. Based on data collection, it distributed (350) questionnaire forms to 13 hotels from five star hotels in Erbil city to obtain the best and accurate answers. The two main variables of research are intellectual capital and the intelligence of smart tourism marketing from managers and heads of departments and employees in the paragraphs of this research to reach an excellent result.

3.9. RESERCH MODEL

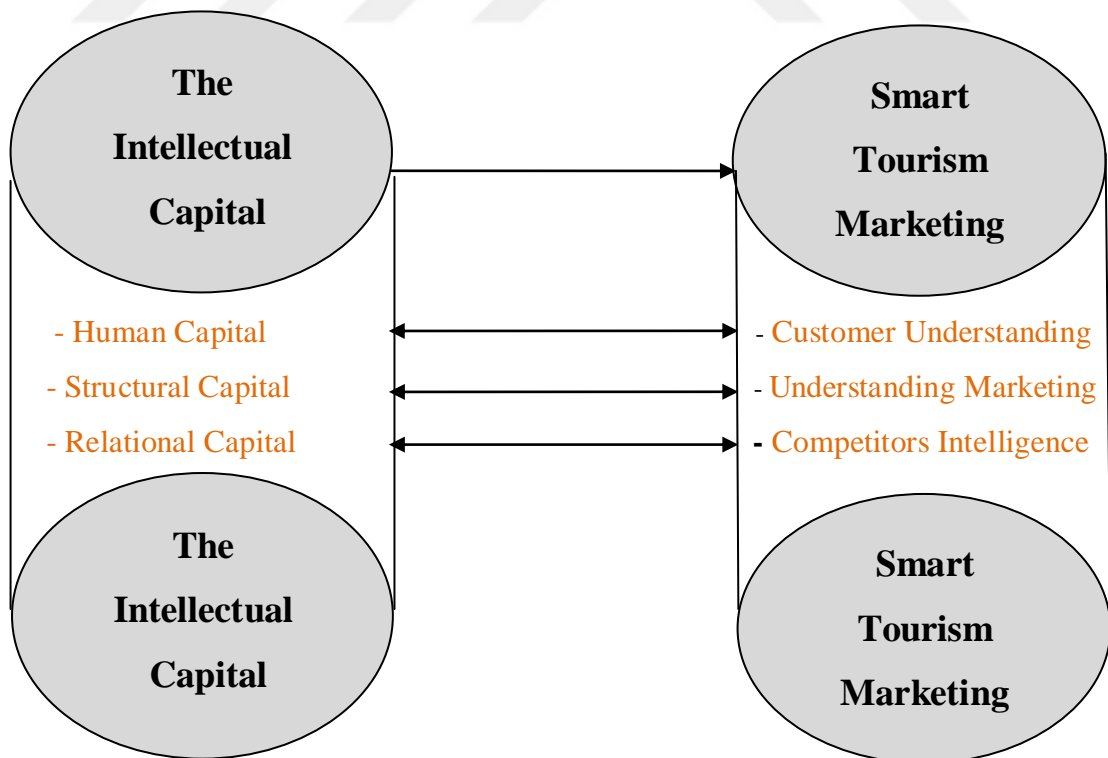


Figure 2 : Raserch Model

Source: The Researcher's Preparation

3.10. RESEARCH HYPOTHESES

H₁: There is a positive relationship between intellectual capitals and smart tourism marketing.

H₂: There is no a positive relationship between intellectual capitals and smart tourism marketing.

H₃: There is a significant to results intellectual capitals and smart tourism marketing.

H₄: There is a significant effect between intellectual capitals and smart tourism marketing.

H₅: There is a positive relationship between human capitals and smart tourism marketing.

H₆: There is relationship between two dimensions of intellectual capital (structural capital and Relational Capital) and of smart tourism marketing.

3.11. DESCRIPTION RESEARCH SAMPLE

The current research community is comprised of five five star hotels in Erbil, selected as a sample for research, managers, department heads and employees. The sample was distributed (385) and retrieved (350) valid form of analysis from these hotels and excluded (35) (91.0%). This ratio is excellent and can be analyzed for behavioral and administrative studies. The characteristics of the research sample were as follows:

3.12. FREQUENCY ANALYSIS

Table3: Distribution of personnel - under study - by Gender

Age	Frequency	Percent
Male	231	66.0
Female	119	34.0
Total	350	100.0

In the distribution of members of the research sample according to sex to managers, heads of departments and employees of the five-star hotels in Erbil city,

Table (3) shows that (66.0%) of them are males and (34.0%) are females.

Table 4: Distribution of personnel - Under study - By Age

Age	Frequency	Percent
21-30	212	60.6
31-40	82	23.4
41-50	32	9.1
Morethan 50 years	24	6.9
Total	350	100.0

The age groups of the research sample were grouped in table (4) into four age groups for analysis purposes on the field side. The largest percentage of the group (21-30) was (60.6%), followed by the age group (31-40) (23.4%), followed by the age group (41-50) years (9.1%), and followed by the age group (more than 50 years).

Table5: Distribution of personnel - understudy - by Years service in hotel

Years Service In Hotel	Frequency	Percent
5 years and less than	112	32.0
6 -10	143	40.9
11-15	56	16.0
16 -20	25	7.1
more than 20 years	14	4.0
Total	350	100.0

The table (5) shows number of years of service in the hotel for individuals in the sample. The number of individuals with (6-10) service reached (40.9%), the highest percentage, followed by individuals with service 5 years and less than (32.0%), followed by individuals with (11-15)years of service (16.0%), individuals with (16-20) years of service (7.1%), and finally individuals with more than 20 years (4.0%).

Table 5: Distribution of personnel – Understudy– By Academic Specialization

Academic specialization	Frequency	Percent
Hotel and tourism	259	74.0
Information technology	32	9.1
Administrative	24	6.9
Accounting	17	4.9
Geometric	18	5.1
Total	350	100.0

The special rates of academic specialization in Table (6) indicate that (74.0%) of the members of the research sample are from the Hotel and tourism specialization and (9.1%) from Information Technology. (6.9%) the owners of specialization administrative, the percentage Geometric (5.1%), while the lowest proportion of the members of the specialty accounting of (4.9%).

Table 7: Distribution of personnel – Understudy– Number of courses

Number of courses	Frequency	Percent
No Participate	13	3.7
One	249	71.1
Two	70	20.0
Three	12	3.4
More than three	6	1.7
Total	350	100.0

It was found that the special rates for the number of sessions in the sample of the research sample in the hotel and as shown in Table (7) that (71.1%) is the largest proportion of participants in one cycle, and comes (20.0%) for two individuals two sessions, and that the proportion of not participating courses in the hotel has become (3.7%), And participated in three sessions (3.4%), and (1.7%) lowest proportion of individuals more participation in more than three courses. Table (7) Personal characteristics of the research sample (respondents) n = 350.

3.13. DESCRIBE THE NATURE OF THE RESEARCH VARIABLES AND THEIR ANALYSIS

This axis deals with the description and analysis of the main research variables are represented by intellectual capital and intelligence tourism marketing as independent variables, as well as analyzing expressions that make up these variables.

3.13.1. The Dimensions of Intellectual Capital and Its Analysis

The table (8) presents statistical analyzes in terms of the dimensions of intellectual capital in the questionnaire through replies of the respondents, namely human capital, structural capital, and relative capital as follows:

A. Analysis of the Results of Terms after Human Capital

It is clear from the general average in table (8) of the analysis of expressions (X1-X8), which measure after the human capital, that (96.88) of the respondents support the contents of those terms,(4.84) and (0.44) respectively. This indicates respondents' awareness of human capital impacts and their ability to give a good service to the full knowledge of the hotel. X1 represents the highest percentage of agreement (99.80%), which indicates that managers and heads of departments, and the new workers constantly present new ideas and opinions and this may discuss to them in their meetings

B. Analysis of the Results of Post-Structural Capital Terms

In the table (8) shows that the general average of the computational environment, standard deviations, and variance coefficients for terms after structural capital (X9-X16),which (90.98%) of respondents can support the content of expressions, as well as according to their point of view this reinforces the values of arithmetic mean (4.55) and standard deviation (0.79%). This is evidenced by the fact that managers, heads of departments and staff are implementing the hotel's administrative system, which helps to retain and attract the expertise and knowledge and develop its organizational structure in a manner consistent with the competitive environment.

C. Analysis of the Results of Terms after the Capital Relations

In the table (8) shows that the general average of the computational environment, the standard deviations and the variance coefficients for expressions after cultural factors (X17-X24), that is (96.33%) of the respondents, which support the contents of the terms. This strengthens the values of the mean (4.81) and the standard deviation of (0.61) represents the (X15) highest percentage of the agreement (97.01%). This confirms the work of the managers and heads of departments to form complete data about suppliers and customers and constantly updating them.

D. As For the Analysis of the Results of Intellectual Capital Dimensions Combined

It is clear from the contents of Table (8) of the analysis of the dimensions of intellectual capital adopted in the current research that (94.73%) of the respondents agree with this variable. This increases the general average of the values of the computational medium of (4.73) and the general average of standard deviations of (0.59) The results of this variable show that respondents are aware of the significance of the terms of the studied factors of the organizations surveyed according to their views, as well as the sincerity and consistency of the expressions, and the consistency between these factors.

Table 8: Frequency distribution percentages arithmetic and standard deviation of responses of respondents on intellectual capital dimensions

Dimensions	Questions	Measure The Answer										Arithmetic mean	Standard deviation	Percentage of agreement
		Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree				
		1		2		3		4		5				
		Repetition	%	Repetition	%	Repetition	%	Repetition	%	Repetition	%			
Human Capital	X1	0.0	0.0	0.0	0.0	0.0	0.0	5	1.4	345	98.6	4.99	0.12	99.80
	X2	0.0	0.0	0.0	0.0	1	0.3	21	6.0	328	93.7	4.93	0.26	98.60
	X3	1	0.3	0.0	0.0	0.0	0.0	14	4.0	335	95.7	4.95	0.28	99.00
	X4	2	0.6	0.0	0.0	0.0	0.0	56	16.0	292	83.4	4.82	0.46	96.40
	X5	1	0.3	1	0.3	7	2.0	26	7.4	315	90.0	4.87	0.45	97.40
	X6	0.0	0.0	5	1.4	12	3.4	19	5.4	314	89.7	4.83	0.54	96.60
	X7	6	1.7	2	0.6	5	1.4	18	5.1	319	91.1	4.83	0.63	96.60
	X8	3	0.9	10	2.9	26	7.4	71	20.3	240	68.6	4.53	0.81	90.60
General Average		0.5		0.7		1.8		6.95		77.6		4.84	0.44	96.88
Structural Capital	X9	7	2.0	3	0.9	26	7.4	89	25.4	225	64.3	4.49	0.83	89.80
	X10	2	0.6	6	1.7	31	8.9	92	26.3	219	62.6	4.49	0.77	89.80
	X11	2	0.6	3	0.9	72	20.6	108	30.9	165	47.1	4.23	0.84	84.60
	X12	4	1.1	9	2.6	53	15.1	55	15.7	229	65.4	4.42	0.91	88.40
	X13	2	0.6	4	1.1	74	21.1	92	26.3	178	50.9	4.26	0.86	85.20
	X14	5	1.4	3	0.9	1	0.3	45	12.9	296	84.6	4.78	0.63	95.60
	X15	0.0	0.0	0.0	0.0	3	0.9	35	10.0	312	89.1	4.88	0.34	97.60
	X16	6	1.7	0.0	0.0	1	0.3	31	8.9	312	89.1	4.84	0.59	96.80
General Average		1		1		9.3		19.6		69.1		4.55	0.72	90.98
Relational Capital	X17	7	2.0	1	0.3	10	2.9	21	6.0	311	88.9	4.79	0.69	95.80
	X18	6	1.7	0.0	0.0	2	0.6	28	8.0	314	89.7	4.84	0.59	96.80
	X19	4	1.1	0.0	0.0	4	1.1	30	8.6	312	89.1	4.85	0.54	97.01
	X20	6	1.7	0.0	0.0	3	0.9	34	9.7	307	87.7	4.82	0.61	96.40
	X21	8	2.3	0.0	0.0	3	0.9	47	13.4	292	83.4	4.76	0.69	95.20
	X22	6	1.7	3	0.9	1	0.3	38	10.9	302	86.3	4.79	0.65	95.80
	X23	3	0.9	3	0.9	2	0.6	33	9.4	309	88.3	4.83	0.55	96.60
	X24	4	1.1	0.0	0.0	2	0.6	34	9.7	310	88.6	4.85	0.52	97.00
General Average		1.5		0.5		0.9		9.4		87.7		4.81	0.61	96.33
Average Overall Rate Of The Three Factors Combined		1		0.7		4		11.9		78.1		4.73	0.59	94.73

3.13.2. The Dimensions of Smart Tourism Marketing and Analysis

The table (9) analyzes statistical analyzes in the dimensions of smart tourism marketing in the questionnaire through answers of respondents, namely the intelligence of the customer, market intelligence and the intelligence of competitors as follows:

A. Analysis of the Results of Expressions after the Customer's Intelligence

The general average in table (9) for the analysis of expressions (X25-X29), which measures after customer intelligence; it shows that (93.96%) of respondents support the contents of these terms, and standard deviation (4.6) and (0.5), respectively. This indicates the respondents' awareness of the effects of the customer's intelligence, where the customer is the starting point in contemporary marketing activity. X28 represents the highest percentage of agreement (97.8%). On the information received from customers in making marketing decisions and taking them forward to develop their hotels.

B. Analysis of the Results of Expressions after Market Intelligence

Table (9) reflects the general average of the computational environment, standard deviations, and the variance coefficients for terms after market intelligence (X30-X34), that (96.4%) of respondents support the content of expressions according to their point of view, The mean average is (4.8) and the standard deviation is (0.6). The X34 represents the highest percentage of the agreement (97.8%). This includes managers, heads of departments and employees of the surveyed hotels segmenting the market to reach the target customers.

C. Analysis of the Results of Expressions after the Intelligence of Competitors

Table (9) reflects the general average of the computational environment, standard deviations, and the variance coefficients of the words after the intelligence of competitors (X35-X39), that (97%) of respondents support the content of expressions. And the standard deviation is (0.5). The X37 represents the highest percentage of the agreement (98.4%). This is evidenced by the work of managers,

heads of departments and hotel workers, who are looking to reduce service prices as a means of achieving market excellence.

D. The Analysis of the Results of Tourism Marketing Intelligence Combined

Table (9) of the analysis of the dimensions of tourism marketing intelligence adopted in the current research shows that (95.7%) of respondents agree with this variable, (4.7), and the average mean deviation of (0.5). The results of this variable show that the respondents understand the significance of the terms of the studied factors of the hotels surveyed according to their views, as well as the sincerity and consistency of the terms and the consistency between these factors.

Table 9: Frequency distribution, percentages, arithmetic, and standard deviation of responses of respondents on intellectual capital dimensions

Dimensions	Questions	Measure The Answer										Arithmetic mean	standard deviation	Percentage of agreement
		Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree				
		1		2		3		4		5				
		Repetition	%	Repetition	%	Repetition	%	Repetition	%	Repetition	%			
Customer Understanding	X25	3	0.9	1	0.3	1	0.3	31	8.9	314	89.7	4.86	0.49	97.2
	X26	3	0.9	0.0	0.0	5	1.4	228	65.1	114	32.6	4.29	0.58	85.8
	X27	4	1.1	1	0.3	6	1.7	35	10.0	304	86.9	4.81	0.58	96.2
	X28	1	0.3	1	0.3	5	1.4	21	6.0	322	92.0	4.89	0.42	97.8
	X29	14	4.0	1	0.3	7	2.0	52	14.9	276	78.9	4.64	0.87	92.8
General Average			1.4		0.2		1.3		20.9		76	4.6	0.5	93.6
Understanding Marketing	X30	8	2.3	2	0.6	2	0.6	24	6.9	314	89.7	4.81	0.68	96.2
	X31	1	0.3	4	1.1	10	2.9	42	12.0	293	83.7	4.78	0.57	95.6
	X32	1	0.3	3	0.9	5	1.4	33	9.4	308	88.0	4.84	0.49	96.8
	X33	7	2.0	1	0.3	3	0.9	41	11.7	298	85.1	4.78	0.67	95.6
	X34	3	0.9	1	0.3	4	1.1	17	4.9	325	92.9	4.89	0.49	97.8
General Average			1.2		0.6		1.3		8.9		88	4.8	0.6	96.4
Competitors Intelligence	X35	2	0.6	11	3.1	4	1.1	15	4.3	318	90.9	4.82	0.65	96.4
	X36	2	0.6	2	0.6	5	1.4	29	8.3	312	89.1	4.85	0.51	97
	X37	1	1.3	0.0	0.0	1	1.3	23	6.6	325	92.9	4.92	0.34	8.4
	X38	0.0	0.0	1	0.3	12	3.4	41	11.7	296	84.6	4.81	0.49	96.2
	X39	2	0.6	0.0	0.0	2	0.6	40	11.4	306	87.4	4.85	0.45	97
General Average			0.6		0.8		1.5		8.5		88.9	4.8	0.5	97
Average Overall Rate Of The Three Factors Combined			1.06		0.5		1.3		12.7		84.3	4.7	0.5	95.7

3.13.3. Relationship and Influence between Research Variables

In this section, this paper will review the test of the main hypotheses and their sub-hypotheses in order to identify the nature and direction of relations and influences between the variables of research, through the following axes:

A. Analysis of Correlation between Search Variables

This course aims to test the hypotheses of the research to identify the correlation between the main and sub-variables. The validity of the hypotheses will be verified by using the individual correlation coefficient to conduct the analysis and clarify the relation to the variables of the research

C. Relationship between Intellectual Capital and Smart Tourism Marketing

The content of this relationship is a test of the first main hypothesis, which states that there is a significant positive correlation between intellectual capital and smart tourism marketing. In order to identify the nature of the relationship between intellectual capitals in general and smart tourism marketing, the table (9) indicates a positive correlation between intellectual capital and marketing intelligence tourism. The total correlation coefficient (0.463**) and the probability value (P-value) (0.000), thus accepting the first main hypothesis.

Table10: The correlation coefficient between intellectual capital and smart tourism marketing

The Change of Dependent Independent Variable	Probability Value (P-value)	Smart Tourism Marketing
Dimensions of Intellectual Capital	P-value (0.000)	0.463**

The first hypothesis is based on the assumption that there is a significant correlation between the two dimensions of intellectual capital (structural capital, relational capital) and the dimensions of smart tourism marketing combined.

Table 6: Correlation coefficients between intellectual capital dimensions and Smart Tourism marketing

The change of dependent Independent variable		Smart Tourism Marketing	Probability Value (P-value)
Dimensions of Intellectual Capital	Human Capital	0.009**	(0.87) High morale
	Structural Capital	0.18**	(0.001) High morale
	Relational Capital	0.59**	(0.000) High morale

High morale P-value $\leq (0.05)$ N= 350

Source: The table prepared by the researcher based on the results of the electronic calculator.

In show table (11) order to give detailed indicators between each dimension of intellectual capital and its relation to smart tourism marketing according to the sub-hypotheses arising from the hypothesis one, the relations between the structural capital, the relative capital of the dimensions of intellectual capital and smart tourism marketing were analyzed separately in the correlation coefficients between intellectual capital dimensions (structural capital, relational capital) as independent variables, and smart tourism marketing as dependent variables, indicating that there is statistically significant correlation between capital. The correlation coefficient (0.009**) was insignificant, while the correlation coefficient of structural capital (0.18**) was a significant value. The results of the analysis were significant after the relative capital and its relation to smart tourism marketing. The value of the correlation coefficient (0.59**) is a significant value, thus accepting the secondary hypotheses arising from the hypothesis one.

3.14. THE IMPACT OF INTELLECTUAL CAPITAL IN THE SMART TOURISM MARKETING

The content of this effect is a test of the first main hypothesis, which states that there is a significant effect of intellectual capital on the smart tourism marketing, as shown below. The results of the simple linear regression model shown in Table (12) indicate the effect of intellectual capital on the smart tourism marketing. It was found that there is a significant effect of intellectual capital in the smart tourism marketing, supported by the value of (F) calculated (95.031) (98%) of the variance in the smart tourism marketing, as indicated by the value of the coefficient of determination (R²). The value of (B) coefficient (0.043) indicates that the change in capital The intellectual value of one unit will lead to a change in the smart tourism marketing by (0.043), and the value of (t) (4.094) calculated (3.09) (C) of (0.043) indicate the existence of the smart tourism marketing even if the value of intellectual capital is zero, according to which the first hypothesis was accepted.

Table 12: Indicate the effect of intellectual capital on the smart tourism marketing

Variable Independent	Smart Tourism Marketing			
	C-Fixed	B	F	R ²
Dependent Variable				
Intellectual Capital	3.09 t(14.992) P-value (.000)**	.043 t(4.094) P-value (.000)**	95.031 P-value (.000)**	% 100

3.15. WHICH INDEPENDENT VARIABLES HAVE THE MOST INFLUENCE ON DEPENDENT VARIABLE?

The table below shows that the dimensions of the independent variable (intellectual Capital) effect on the dimensions of the dependent variable (Smart Tourism Marketing) in varying proportions as it showed that the independent variable (Structural Capital) showed the highest influential than the rest of the variables and the value is (.481).

Table 7: The Dimensions of the Independent Variable

Variable Dependent	Intellectual Capital					
	B	Adjusted R Square	R Square	F. test	T. test	Sig
Human Capital	0.11	.358	.364	.65919	.220-	.826
Relational Capital	0.67	.358	.364	.009-	1.894	.059
Structural Capital	0.481	.358	.364	-.583	13.387	.000

Shows in the table (13) that the dimensions of the independent variable (Smart Tourism Marketing), (intellectual capital) are close, showing that the independent variable (relative capital) has the highest effect from the rest of the variables and value (0.481).

Table 14: The Influence of The Dimensions of the Independent Variable

Variable Dependent Independent Variable	Smart Tourism Marketing					
	B	Adjusted R Square	R Square	F. Test	T. Test	Sig
Intellectual Capital						
Customer Understanding	333	1000	.000	.65919	000	000
Understanding Marketing	333	1000	.000	1.894	000	000
Competitors Intelligence	333	1000	.000	13.387	000	000

Intellectual capital on the dependent variable smart tourism marketing the dimensions of the independent variable (intellectual capital) affect the dimensions of the dependent variable (smart tourism marketing) for an equal value and are (333).

3.16. AT THE END RESEARCH THE RESEARCHER REACHED THE FOLLOWING THREE RESULTS.

1. There is not a significant relationship between the dimensions of intellectual capital and represented by dimension of these dimensions alone in the smart tourism marketing.

2. There is a significant relationship between the dimensions of smart tourism marketing represented by customer intelligence, market intelligence, and the intelligence of competitors combined in smart tourism marketing, as well as a significant relationship between each dimension of these dimensions alone in the intelligence of tourism marketing.

3. There is a significant impact of the intellectual capital dimensions of human capital, structural capital and capital relations combined in smart tourism marketing intelligence, as well as having a significant impact for each dimension of these dimensions alone in smart tourism marketing. The analysis of the variables shows that there is a significant relationship between the capital of the structural and the capital of relations with the smart tourism marketing alone as a variant of intellectual capital independent variable and smart tourism marketing.

CONCLUSIONS AND RECOMMENDATIONS

This paper reviews the research findings based on the theoretical and field results, which are the main basis for the preparation and invention of the suggestions as follows:

Conclusions

Through presenting the field results of the current research is analyzing and testing the main hypotheses, and a set of conclusions are found and dependable with the research trends such as:

1. The results of the descriptive analysis are shown that the enormous majority of the responses of the respondents tend to agree on the important terms of intellectual capital statements and smart tourism marketing.
2. The results of the descriptive analysis are revealed that the massive majority of respondents support the fact that the management of the five stars hotel in inquiry is sensitive to the client, market and competitors.
3. The consequences of the research are revealed a positive correlation between intellectual capital and smart tourism marketing.
4. The results of the research are revealed a positive correlation between intellectual capital and smart tourism marketing.
5. The results of the research are showed a significant effect of intellectual capital in smart tourism marketing.
6. It is clear from the results of the research on the existence of a significant effect of intellectual capital and smart tourism marketing.
7. After the system of intellectual capital of the most prominent dimensions that have a significant impact in the smart tourism marketing of hotels in the city of Erbil, according to the views of the respondents.

Recommendations

In the light of the present study and its conclusions, the present research proposes the following:

1. It is essential of Opening a special crisis management component within the tourist sector in order to face the fluctuations in the tourism market and the economic conditions are experienced by the Kurdistan region of Iraq.

2. It is significant to increase interest in understanding the customer as it represents the most important element of the banks surveyed.

3. It is important to promote the consolidation of relations with tourists in order to achieve the desired objectives.

4. It is significant of increasing the support of the government at the current stage of tourism organizations in order to be able to manage with changes in the region and to overcome foreign competition.

5. It is necessity of restructuring the hotel policies, procedures and services as a sustainable strategy as the external environment is characterized by changes and fluctuations, especially at the present time.

6. It is important to build a database on (customers, markets and competitors) for the purpose of knowing and keeping abreast of developments in the tourism environment

7. It is important of preparation and training of the HR working in tourism investigated about the smart tourism marketing system.

8. More attention to suggestions and complaints of customers and take into account in the provision of tourism services, because this has a key role in promoting competition between hotels, and thus satisfy their wishes and satisfaction, and improve the reputation of hotels in the smart tourism marketing.

Future Studies

After completion of the title of intellectual capital intelligence smart tourism marketing provided several solutions as in the past and recommend the suggestions of other researchers and try to complete new research and studies as follows:

1. The role of intellectual capital in determining the strategic option in tourism organizations .
2. The role of smart tourism marketing in the decisions of tourism marketing strategy.
3. The role of intellectual capital in achieving the competitive advantages of tourism organizations.
4. The role of tourism marketing intelligence in increasing the market share of tourist attractions.
5. The role of intellectual capital in the knowledge of the market and their impact on the competitiveness strategies of tourism organizations.
6. Relationship of strategic intelligence with shopping information systems and their impact on increasing market share.

Bingol University
Depart.of Business Management
High Studies / MSC
Supplement (1)

Distinguished Ladies and Gentlemen

The form in your hands is part of the requirements of the Master of Science (Business Administration), which is the "relationship of the intellectual capital of smart tourism marketing " An analytical study of the opinions of the managers, heads of departments and workers in a sample of five-star hotels in Erbil. Experience and scientific ability and be able to deal with the decisions of this questionnaire, and as your participation in the presentation of the real picture has a positive impact at the level required and contribute to obtain accurate results to enhance the achievement of the objectives of the master's thesis, so please thank you by choosing the answer that You see it suitable for every question. We would like to inform you that the results of the answers will appear in the form of statistical groups that have nothing to do with your people, your hotels or your job. Thank you for your good response and wish you the best of luck and accept us very respect and appreciation.

General Notes:

1. The researcher wishes your person to read all the phrases first, and then start marking each of them within the answer and express your exact position.
2. Please do not leave any question without answering, because this means that the form is not valid for analysis.
3. Each question contains (5) answers that include (strongly agree, agree, to a certain extent, disagree, disagree strongly), please kindly mark (✓) the paragraph that you deem appropriate.

Thank you very much for your time and cooperation

The Researcher

Sarbast Issa Mohammed

E-mail: sarbastessa3@gmail.com

Phone: 07504826010

Supervisor

Assoc.prof.Dr.AbdulvahapBaydaş

Supplement (2)

Personal Information

Please tick (✓) in the box as appropriate for your situation:

1. Gender: Male Female

2. Age :

1. (30-21) 2.(40 - 31)

3. (50 -41) 4.(Above 50 years)

3. Years service in hotel:

1. (Five years and less than)

2. (10 - 6)

3. (15 - 11)

4. (20 - 16)

5. (More than 20 years)

4. Academic Specialization

1. Hotel and tourism

2. Information technology

3. Administrative

4. Accounting

5. Geometric

5. Number of Courses

1. No Participate

2. One

3. Two

4. Three

5. More than three

Supplement (3)

The Questions of Changes Research

1. Intellectual Capital

Arrange of variables, such as organizational processes, technology, exclusive privileges, employee skills, and information about customers, suppliers and stake holder:

A. Human Capital

The employees of the hotel who use their skills and abilities to provide benefit to the hotel, which are the skills, expertise and capabilities of individuals that constitute a combined individual.

N	Questions	The Answers				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
1	Staff at the hotel constantly present new ideas and opinions and discuss them at meetings					
2	The hotel staff has many experiences and skills in their business					
3	The qualifications of the hotel staff are commensurate with the functions assigned to them					
4	Knowledge workers share the skills that older workers have to offer					
5	Hotel management allocates a specific budget for the development of staff and provides them with the required skills and experience					
6	Hotel staff have the courage to do creative work					
7	Hotel workers have the ability to adapt to work pressures					
8	The hotels maintain the 5T accumulated experience in order to continuously develop the skills of the employees					

B. Structural Capital : And represents the equipment and equipment and technical and cognitive means that support the productivity of working personnel and help them to do what is required of them efficiently and effectively.

N	Questions	The Answers				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
9	The hotel management systems help to retain and attract expertise and knowledge					
10	Hotels are constantly developing their organizational structure to suit the competitive environment					
11	Hotel policies facilitate and facilitate efficient and efficient operations					
12	The hotel is keen to improve its mental position in front of customers by continuing to provide various services and used					
13	The hotel culture is helpful and convenient for those working in their fields of business					
14	The hotel offers a fair and sophisticated incentive and reward system based on functionality					
15	The hotel develops and reorganizes itself continuously to suit environmental and competitive changes					
16	There is a continuous development of the hotel's management processes to make it distinct					

C. Relational Capital: It reflects the nature of the relationship between the hotel and its customers and suppliers or any other party helps in the development and transfer the idea to additional services in hotels.

N	Questions	The Answers				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
17	The management of the hotel seeks to enhance interaction with customers and provide them with as much information, services and communications as possible to ensure proper service					
18	Intelligence relations at the hotel provide accurate information on developments in the external environment					
19	The hotel has a range of strategic alliances with other hotels to complete its business					
20	The continuous relationship at the hotel allows for fast-paced information for the growing impact of globalization					
21	The hotel management is trying to obtain the largest market share by relying on its market relation to sectors and targeting all of them.					
22	Most of the hotel's customers are satisfied with the continuous service provided by the hotel					
23	The management of the hotel depends on advertising in all its forms on the way to good relationship with the outside environment to get more fame					
24	The hotel management has the skills of dialogue with customers to create a beautiful and positive image of the staff at the hotel					

2. Smart Tourism Marketin: Includes the collection of information collected from both internal and external sources about the target group of consumers in the hotel.

A. Customer Understanding: customer is the starting point in contemporary marketing activity

N	Questions	The Answers				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
25	The hotel depends on the information received from customers in making and making marketing decisions					
26	The hotel is renowned for its reliability and leadership in providing customer service					
27	The hotel is keen to obtain information from customers about the services required					
28	The hotel has high innovative capabilities in developing its varied services and continuously innovating for its customers					
29	The management of the hotel checks the unconscious expectations of customers by knowing their daily needs and desires.					

B. Understanding Marketing

Market growth share market size nature of potential customers to gain confidence in the full understanding of the hotel information

N	Questions	The Answers				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
30	Hotels segment the market and reach target customers					
31	The hotel seeks to always be in the middle of the market for information					
32	A hotel of leading hotels and boutiques in getting information from the market for excellence					
33	The hotel changes its strategies under change in the external environment of the market.					
34	The hotel is keen to follow changes and fluctuations in the market					

D. Competitors Intelligence:

Refers to the ability to collect data and information about competitors and their current activities, and then analyze their past behavior in order to provide a model for predicting their future behavior.

N	Questions	The Answers				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
35	The hotel reduces the price of its services as a means of achieving excellence in the competitive market					
36	Hotels follow the strategies followed by competitors					
37	The hotel has enough information about its competitors					
38	Information about competitors serves the hotel in knowing their advance movements					
39	The hotel responds to sudden plans and activities for competitors					

Thank You for Your Time

Table15: Distributed Forms in Five Star Hotels in Erbil

N	Hotel Name	Forms		Number of Valid forms
		Distributor	UnValid	Valid
1	Erbil International Hotel	30	2	28
2	Rotana Hotel	30	4	26
3	Hotel Khanzad	29	2	27
4	Hotel Devan	29	1	28
5	Hotel Anakwa Royal	30	3	27
6	Grand Hotel Suisse	30	2	28
7	korek Hotel	30	3	27
8	Shaklawia International Hotel	29	3	26
9	Hotel Noble	30	2	28
10	Hotel Crystal	29	3	26
11	Hotel Telegram	30	3	27
12	Van Royal Hotel	30	4	26
13	Capitol Hotel	29	3	26
Total		385	35	350

Resource: prepared by the researcher based on personal interviews and distribution of questionnaires and return them from the hotels searched

REFERENCE

- Al-Kawaz, A.(2008).Economic policies and Human capital – The Relationship between education the labor market and measuring human investmentP.34.
- Abhayawansa, S., and Abeysekera, I. (2008).An explanation of human capital disclosure from the resource-based perspective.Journal of Human Resource Costing & Accounting, 12(1),p.51-64.
- Al Saleem, A.S.M.R, and Al-Juboori, N.F.M.(2012). The knowledge elements impact on the performance of the travel and tourism companies: From the view point of employees.*Heart*, 2(6), p.09-19.
- Al-Tai and Hamid (2001) researched “Measurement of internal marketing.p.57
- Ali, Sami Saber and Gabriel (2016) “The relationship of intellectual capital of smart marketing and their impact on competitive strategies”.p.36
- Aino (2005)“How to Generate Intellectual Capital”, p.89.
- Abdel Samie, (2012) “The role of social networking sites in the marketing of Egypt as an international tourist destination.” p.77.
- Alaq, Bashir, (2009), Marketing Services, Dar Ayazuri Scientific Publishing and Distribution, Jordan.p.203.
- Berry, L.andParasuraman, A. (2004). *Marketing services: Competing through quality*.Simon and Schuster.p.107.
- Brooking, A.(1996) Intellectual capital cengagelearning emeap.48.
- Brenca,A., and Garleja, R.(2013, April).Intellectual Capital in the Higher Education Institutions of Latvia in the Context of International Trade.In European Conference on Intellectual Capital.Academic Conferences International Limited.p.495.
- Brown, T. (1998). Ringing up intellectual capital, *Management Review*, 87(1) , p. 47.
- Buhalis,D., and Law, R. (2008).Progress in information technology and tourism management: 20 years on and 10 years after the Internet-The state of Tourism research. *Tourism Management*, 29(4), p. 609-623.
- Bontis, N. (2001). Assessing knowledge assets: a review of the models used to measure intellectual capital. *International journal of management reviews*, 3(1), p. 41-60.
- Chen, M.C., Cheng, S.J., and Hwang, Y. (2005).An empirical investigation of the relationship between intellectual capital and firms’ market value and financial performance. *Journal of intellectual capital*,6(2),159-176.
- Chaharbaghi, K., and Cripps, S. (2006). Intellectual capital: direction, not blind faith. *Journal of Intellectual Capital*, 7(1), 29-42.
- Christopher Holloway,2004marketing for tourism in management p.131
- Curado,C.(2008).Perceptions of knowledge management and intellectual capital in the banking industry. *Journal of Knowledge Management*, 12(3), p. 141-155.

- Caddy (2001) "Intellectual Capital: Determining the Relative Importance of Intellectual Assets".p.66.
- Devos, A.,Buyens,D. and Schalk, R.(2005). Making sense of a new employment relationship: psychological contract related information seeking and the role of work values and locus of control.*International Journal of Selection and Assessment*, 13(1), p.41-52.
- Dumay, J. Dumay,J.,Guthrie, J., and Guthrie, J. (2017). Involuntary disclosure of intellectual capital: is it relevant. *Journal ofIntellectualCapital*18(1), p.29-33.
- Fesenmaier,D. R.andXiang, Z. (2017). Analytics in Smart Tourism Design: Concepts and Methods.p.46.
- Farhan, and Abadi, (2006),(Interactive relationship between knowledge management and intellectual capital) a research presented to the first scientific conference for the period from 18 to 19 April Faculty of Management and Economics - Anbar University.p.23.
- Glance, N., Hurst, M., Nigam, K., Siegler, M., Stockton, R., andTomokiyo, T.(2005),August.Derivingmarketing intelligence from onlinediscussion.In Proceedings of the eleventh acmsigkdd international conference on Knowledge discovery in data mining p.419-428.
- Harrison, S, andSulliran,(2000).Profiting from Intellectual Capital Learning form Leading companies, *Journal of Intellectual capital* p.38.
- Havlovic, S.J. (1991). Quality of work life and human resource outcomes, *Industrial Relations: A Journal of Economy and Society*, 30(3), p.469-479.
- Hang Chan, K. (2009). Impact of intellectual capital on organisational performance: An empirical study of companies in the Hang Seng Index (Part 1).*The Learning Organization*, 16(1), p.4-21.
- Hamid,Ahmed (2012) researched on Analysis of the relationship between the synergy between smart tourism marketing and internal marketing and their impact on the satisfaction of employees in the chain hotels.p. 341.
- Usoff, C.A.,Thibodeau, J.C. and Burnaby, (2002).The importance of intellectual capital and its effect on performance measurement systems. *Managerial Auditing Journal*,17(1/2) p.9-15.
- Kim, J.Y., Hlee, S., and Joun,Y. (2016). Green practices of the hotel industry: Analys is through the windows of smart tourism system.*InternationalJournal of Information Management*,36(6) p.1340-1349.
- Kujansivu, P. (2008). Operationalising intellectual capital management: choosing a Suitable approach. *Measuring Business Excellence*, 12(2), p.25-37.
- Kotler and Keller,K.(2012), *Marketing Management* (14 Ed) prentice Hall.P.18-22.
- Khalid at all,(2012) *The Role of Marketing Intelligence in Achieving the Competitiveness of Modern Business Organizations*.p.151.
- Koenig, M.(2000).The resurgence of intellectual capital.*Information today*, p.17.
- Kotler,andArmstrong,G.(2012) *Principles of Marketing* Prentice -Hallp.71-200.

- Kotler and Keller, K.(2003), *Marketing Management and Marketing Intelligence* p. 64-74.
- Lackman, C., Saban, K., and Lanasa, J.(2000).The contribution of market intelligence to tactical and strategic business decisions.*Marketing Intelligence and planning*, 18 (1) p.6-9.
- Li.,Y., H.,C., Huang,C., and Duan, L.(2017). The concept of smart tourism in the Context of tourism information services .*Tourism Management*, p. 293-300.
- Mayo, A.(2000).The role of employee development in the growth of intellectual capital. *Personnel Review*, p. 521-533.
- Michel (2007)"Competitive Advantage through Knowledge Management and Intellectual capital.p.47.
- Mosavi, S. A., Nekoueizadeh, S., and Ghaedi, M. (2012).A study of relations between intellectual capital components, market value and finance performance. *African Journal of Business Management*, 6(4), p.1396.
- Nerdrum, L. and Erikson, T.(2001). Intellectual capital: a human capital perspective *Journal of intellectual capital*, 2(2),p. 127-135.
- Nielsen, C., Roslender, R., & Schaper, S. (2017).Explaining the demise of the Intellectual capital statement in Denmark.*Accounting, Auditing and Accountability Journal* .p.30.
- Niewiadomski,P.(2017).Knowledge transfer in the hotel industry and the delocking of Central and Eastern Europe.*Tourism Destination Evolution*,p.123-148.
- Ordóñez and Pablos, P.(2003). Intellectual capital reporting in Spain: a comparative view. *Journal of Intellectual Capital*, 4(1), p. 61-81.
- Ordóñez and Pablos, (2002) Evidence of intellectual capital measurement from Asia, Europe and the Middle East.*Journal of Intellectual capital*.p.287-302.
- Petty, R., and Guthrie, J. (2000).Intellectual capital literature review: measurement, reporting and management.*Journal of Intellectual Capital*.p.155-176.
- Panegyric and Theodoridis (2009)"Internal Marketing Impact on Business Performance in a Retail Context".P.124.
- Qashi, Khaled and others, (2012), the role of marketing intelligence in achieving the competitiveness of modern business organizations, Annual Scientific Conference at the 10th business intelligence, knowledge economy,p.721.
- Rastogi, P.N. (2000). Knowledge management and intellectual capital thenew virtuous reality of competitiveness.*Human systems management*,p. 39-48.
- Reade, C. (2003). Going the extra mile: Local managers and global effort.*Journal of Managerial Psychology*, p.208-228.
- Rhylander and Jacobsen, (2003) on "Methods of Intellectual Capital Development" p.49
- Ali and Sami (2016) researched on"The relationship of intellectual capital of smart marketing and their impact on competitive strategies" p.9 -46.

- Sáenz, J., Aramburu, N., Buenechea, M., Vanhala, M. and Ritala, (2017). How much does firm-specific intellectual capital vary? Cross-industry and cross-national comparison. *European Journal of International Management*, p.129-152.
- Singapore Administrative University (2004) researched on “Concept of Intellectual Capital” p. 73.
- Sveiby, K. E. (2001). *Intellectual capital and knowledge management*. p.120,
- SKYRME, (2003) “Methods of measuring intellectual capital”. p.102
- Schwab, K. (2010, September). *The global competitiveness report 2010-2011*. Geneva: World Economic Forum. p.52.
- Sayed and Khalifa (2006) “Evaluation of internal marketing procedures” p.87.
- Sullivan Jr, P.H. and Sullivan Sr, P.H. (2000). Valuing intangibles companies- An Intellectual capital approach. *Journal of Intellectual capital*, 1(4), p.328-340.
- Malhotra, (2001), “The role of knowledge in the development of intellectual capital p.124.
- Wang, X., Li, X. R., Zhen, F., and Zhang, J. (2016) how smart is your tourist Attraction? Measuring tourist preferences of smart tourism attractions via a fuzzy-AHP and IPA approach. *tourism management*, p.309-320.
- Xiang, and Fesenmaier, D. R. (Eds.). (2016). *Analytics in Smart Tourism Design: Concepts and Methods*. Springer. p.64.
- Yoo, K.H., and Gretzel, U. (2016). The Role of Information and Communication Technologies (ICTS) in Marketing Tourism Experiences. In *The Handbook of Managing and Marketing Tourism Experiences* Emerald Group Publishing Limited. p.409-428.

ÖZGEÇMİŞ

KİŞİSEL BİLGİLER

Adı Soyadı	Sarbast Issa Mohammed
Doğum Yeri	Erbil- Iraq
Doğum Tarihi	07/11/1983



Sarbast I Mohammed

LİSANS EĞİTİM BİLGİLERİ

Üniversite	Salahadeen Üniversitesi –Irak
Fakülte	İdareve Ekonomik
Bölüm	İşletme Bölümü

YABANCI DİL BİLGİSİ

İngilizce	KPDS (.....) ÜDS (....) TOEFL (....) EILTS (....)
Arapça	Çokiyi

İŞ DENEYİMİ

Çalıştığı Kurum	Erbil Politeknik Üniversitesi -Erbil Teknoloji Enstitüsü
Görevi /Pozisyonu	Kayıt Dairesi Müdürü
Tecrübe Süresi	14yıl

KATILDIĞI

Kurslar
Projeler

İLETİŞİM

Adress	Irak-Erbil-Roshanber 2
E-mail	sarbastessa3@gmail.com

