

ANALYSIS OF TOURISM DEVELOPMENT IN LIBYA

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Declaration

I declare that all the work described in this dissertation was undertaken by myself (unless otherwise acknowledged in the text) and that none of the work has been previously submitted for any academic degree. All sources of quoted information have been acknowledged through references.

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22th November 2009

POSTGRADUATE STUDIES OF COLLEGE OF BUSINESS

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ABSTRACT

A destination image is the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place. The term tourism is a kind of universal remedy for some of the macroeconomic problems, as an engine for social transformation and to produce a favorable image on the global platform guide in an era giving too generous incentives to the industry. This study has provided significant needs of tourism development in Libya. Factors that affect the tourism development has examine in this study. Correlation and regression analysis had been conducted to determine the relationship among variables and tourism development. I have found that variables, accommodation development, Infrastructure development, training and education, attraction and activities, transportation facilities and tourism product are correlated to the tourism development and by regression analysis this relation have been supported.

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CHAPTER 1

INTRODUCTION

1.0 Background

A destination image is the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place (Lawson and Baud Bovy, 1977). Destination images influence a tourist's travel decision-making, cognition and behavior at a destination as well as satisfaction levels and recollection of the experience. "Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritage is both irreplaceable sources of life and inspiration. They are our touchstones, our points of reference, our identity" (WHC 1996). Heritage "means everything and it means nothing, and yet it has developed into a whole industry" (Hewison in Yale 1991:21).

Libya has a vast and verity of sources of tourism all over the country (Huda A. Megerhi 2007) with its huge land area - about one million seven hundred and seventy thousand Sq. km. - is full with all that could excite the curiosity of the tourist. Blue skies and warm weather during the desert winter days are guaranteed (Nizar Abboud2004). Tourism as an international movement can contribute to the development of a global heritage awareness, and a better appreciation of our

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