

Interest Rate of Managers and Tourism Officials over E-Tourism Development: Case Study of Lenjan City

Authors : Akram Shahriyari, Reza Mokhtari Malek Abadi

Abstract : E-tourism is among the issues that have recently been entered into the field of tourism. In order to achieve this type of tourism, Information and Communications Technology (or ICT) infrastructures as well as Co-governmental organizations and tourism resources are important. In this study, the opinions of managers and tourism officials about the e-tourism in Lenjan city were measured; it also surveyed the impact of level of digital literacy of managers and tourism officials on attracting tourists in Lenjan city. This study was conducted in Lenjan, one of the environs of the Esfahan province. This study is a documentary - survey and the sources include library resources and also questionnaires. The results obtained indicate that if managers use ICT, it may help e-tourism to be developed in the region, and increasing managers' beliefs on e-tourism and upgrading their level of digital literacy may affect e-tourism development.

Keywords : ICT, e-tourism, opinion of managers and officials, Lejnan

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