

عنوان مقاله:

FORMULATION OF A STRATEGY FOR EXPORT DEVELOPMENT IRAN'S HANDICRAFT PURSUITS BY E-LTO

محل انتشار:

پنجمین کنفرانس بین المللی تجارت الکترونیک در کشورهای در حال توسعه (سال: 1389)

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خلاصه مقاله:

Today's tourism industry is one of the most flourishing activities in the world. It is a source of income generation and the formation of professions in most of the developing countries. Ecotourism is the second type of tourism in the world that can attract tourists to the places that have natural attractions. Ecotourism places that are mostly near the villages are potential markets of touring that cause economic and cultural growth for their residents by the presence of tourists and demand increase. Buying gifts specially handicrafts pursuits from adjoining communities are the most important revenue-generating sources in traditional tourism and ecotourism. When handicraft pursuit goes along with the development of tourism industry, it has an important role in the country's economics and the introduction of pure art and finally in the economic and cultural life of the nations. On the other hand, in recent years ICT had important evolution in tourism industry and ways of traveling and obtaining destination information for tourists and also traveling agencies in touring distribution network. These effects are also obvious in electronic marketing and selling handicrafts pursuits and art products of travel destination. Iran is one of the main poles of the world ecotourism by having natural attractions and cultural variety. Iran's handicraft pursuits that enjoy universal popularity can obtain appropriate quantitative and qualitative development by the help of Information Technology, electronic tourism and electronic ecotourism. So it can access more portion of non-petroleum export. While introducing electronic tourism and its dimensions, this essay also searched about the role of ELTO in the exports of handicraft pursuits and finally a strategy was presented for the development of Iran's handicrafts pursuits export by using SWOT analysis.

کلمات کلیدی:

E-LTO, e-tourism, ecotourism, virtual organizations, handicraft pursuits

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