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Excellence and Its Impact on Tourism Service Applied Study in Mansour Hotel - Baghdad

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Abstract

Excellence is one of the main pillars of the success and building of organizations, because the guest touches stability and meets his expected and current needs, and reveals the reason for his brilliance in the field of business and his stay in the world of competition and providing distinct services to society in general, the research included two theoretical topics and the third is practical to show the impact and existence of the relationship between the two variables.

Excelencia Y Su Impacto En El Servicio Turístico Estudio Aplicado En El Hotel Mansour - Bagdad

Resumen

La excelencia es uno de los principales pilares del éxito y la creación de organizaciones, porque el huésped toca la estabilidad y satisface sus necesidades actuales y esperadas, y revela la razón de su brillantez en el campo de los negocios y su permanencia en el mundo de la competencia y la prestación de servicios. Servicios distintos a la sociedad en general, la investigación incluyó dos temas teóricos y el tercero es práctico para mostrar el impacto y la existencia de la relación entre las dos variables.

Introduction

Distinction is a human phenomenon and it has occurred since God Almighty created mankind, as man was inventing and inventing everything new, not exclusive to anyone, and interest in him began since the beginning of World War II in the thirties of the last century, as it became a major subject in psychology, and it is an innate willingness to meet For growth and development, it can be learned and trained in it like any other skill, which requires providing opportunities for discrimination for the individual in order to adapt to the circumstances, developments and changes surrounding him, and at the level of public or private organizations, to be at a high degree of efficiency and effectiveness and that can only be achieved through efforts Premium, hubby It relies on creative ideas and excellence in providing its services to continue in the competitive markets, and the degree of its success depends on the response of its personnel in management and the ability to increase productivity, and distinguish it from other organizations in the same business sector (products or services), and the nature of the resources available to them and achieving the advantage Competitiveness and can continue to provide better products and services that are difficult to imitate, a business plan, identifying products or services, commercial reputation, building outstanding social capital, knowledge of the market, entrepreneurial experiences, cooperation, and working to raise cog-

native capabilities in the relationship with Customers, in turn, lead to business integration through technological and organizational development.

Research Methodology

First: the research problem

The research problem lies in the following form:

- Do business organizations, including tourism, achieve excellence for their employees to contribute services that satisfy their guests?

Second: The importance of research

Increasing the knowledge of departments to achieve excellence among their employees.

- To provide better services.

Third: Research objectives

- Shedding light on the concept of distinction, as it has a great impact on the success of organizations by providing services that suit the market need.

- Work in the spirit of one team to get acquainted with the multiple and varied capabilities and skills of personnel specialties and exploit them for the benefit of the organization and society as a whole.

- Attention to the method of providing services and their quality consistent with the organization's protocols at work.

Fourth: Research community and sample

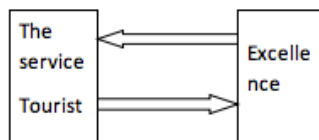
- The research community was chosen first-class hotels in Baghdad and the questionnaire was distributed to (60) for the guests of Al-Mansour Hotel and the sample was random.

Fifth: research hypotheses

The first main hypothesis: There is a significant relationship between distinction and tourism service.

The second main hypothesis: There is a significant influence between distinction and tourism service.

Research form



The first topic: Excellence

First - the concept of distinction

Business organizations introduce new, different, and distinct business from other other business organizations, whether by production methods, (new products or the nature of the services they provide, as well as the resources they possess, whether human, financial or technological, and the means and methods of providing services to guests, (Skarna, 2011, p. 120 Psychologists and many schools and theories define it as a term used for people with ability and talent without specifying their type or degree of distinction in them, and it is a state of creativity and organizational excellence that achieves unusual high levels of performance and implementation of productive, financial and other processes in the organization, including He will have results and accomplishments that are superior to what the competitors achieve and the guests and all stakeholders in the organization will satisfy him (Ghazi, 2014, p. 34). Excellence in the concept of contemporary management is not just a slogan raised in advertising campaigns, but rather an integrated system that includes all the activities of modern management and its technologies with the aim of raising the level of management and achievement to high levels that excel them, meaning that excellence does not come by chance nor is it achieved by wish but rather from the overall efforts of workers in the organization Contemporary at all levels, (a Peaceful, 1999, p. 77). It is considered a comprehensive, integrated, indivisible concept and a reflection of the idea of management and its development. It has arisen to express the need for a comprehensive approach that brings together the elements and components of building organizations on the basis of achieving superior capabilities in the face of external changes and conditions surrounding them on the one hand, as well as ensuring them to achieve full interconnection and coordination between their elements and their own components and investment Its pivotal capabilities and excellence, and therefore it is defined as those practices inherent in the management of the organization and the achievement of results, all of which are based on a group consisting of nine core concepts: orientation in results,

work, leadership, goal stability and management through operations and A prevention and the development and participation of individuals and learning, (Faouri 2012, p. 25). It is the organizations endeavor to take advantage of the critical opportunities that are preceded by effective strategic planning and the commitment to realize a shared vision dominated by the clarity of purpose and the adequacy of resources and keenness to perform (Al-Dalein, 2010, p. 73). Al-Adaili (2009, p. 36) believes that it is the leadership and creativity in providing services and achieving impressive results that satisfy the guests, shareholders and workers, from which the concepts of distinction are shown in the following:

1- Leadership and goal stability: It expresses the behavior of leaders, as it supports all methodologies of distinction, as the direction of the values and goal of the organization is clarified through their behavior and their encouragement to their workers in the pursuit of it.

2- Distinction derived from guests: All entrances to excellence confirm that the guest is the last source of judgment on service excellence and product quality, and understanding the current and future needs of current and potential guests is the best way to achieve guest loyalty and retain it, his voice is crucial in designing operations or offering services that affect on them.

3- Strategic direction: All methodologies of distinction emphasize the importance of strategic direction, adopting strategic development plans in the organization, and achieving coordination and integration in all parts of the organization.

4- Learning and continuous improvement: Learning and continuous improvement are two critical elements in the methodologies of excellence, so stimulating learning and improvement contribute to providing an appropriate environment for creativity and innovation through achieving effective sharing of knowledge.

5- Focusing on individuals: The level of employees is an important element in the framework of excellence, as the success of the organization depends heavily on the development of the level of knowledge, skills and creativity of its employees, and the ability of these is better through the shared values that are supported by the culture of trust and empowerment in the organization, (Harrington, 2008 ,

p.56).

Second - the importance of excellence

It identified the reasons for organizations to take the justification for excellence due to its importance to them through the following:

1. Means and methods for identifying obstacles that face them as they arise.
2. A way to bring information that can make important decisions regarding human resources.
3. Continuously developing its members, whether they are managers or employees so that they can help in making the organization more distinguished in performance compared to competing organizations.
4. Provide the necessary skills for the decision-maker, whether individual or group, and reflect on the sensitivity of the role he plays and its importance in achieving creativity and excellence in organizations (Hatten, 2006, p.45).

Third - goals and advantages of excellence

Excellence achieves many goals and benefits for the organization, including:

- 1- Survival, growth, and superiority over competitors in the local business environment, as well as competition in the global market.
- 2- Achieving quality, efficiency, creativity and speed of response for guests.
- 3- Optimizing the use of available resources and activating the sources of competitive strength, in a way that achieves quality and comparative advantage over competitors.
- 4- Achieving parallel returns and benefits for various benefits, and developing, investing and employing relationships with them.
- 5- Striving for continuous improvement and improvement.
- 6- Focusing on the organizational and strategic capabilities of the organization. (Gad Lord, 2013, p. 116).

Fourth - Characteristics of Excellence

Organizations that achieve distinction have a number of important characteristics:

- 1- Accepting hard work is one of the most important sources of excellence, as it provides opportunities for growth, rapid learning for

organizations and improvement of operations.

2- Provides competent leadership, which is considered as role model that has a prominent role in motivating and encouraging excellence.

3- Enduring difficulties, revealing the levels of organizations' ability, since making mistakes and carrying the organization to crises and facing them contribute to honing the organization's capabilities and its distinctiveness.

4- Distinguished organizations have expertise in serving the community that offers many opportunities to gain excellence in performance.

5- Training programs that enhance the excellence of organizations.

6- Accuracy, which is intended to enhance the accuracy of the system, its prediction, by choosing the best methods for performing tasks, and building an internal climate that emphasizes the importance of this as it affects its distinctiveness.

(Al-Nsour, 2010, p. 33).

And also of its characteristics: (Al-Adili, 2009, p. 96)

7- Individuals with the motives for success and excellence.

8- A high level of satisfaction and self-worth.

9 - permanent, dynamic and growing presence in the market.

10- Distinction in providing services or products from similar organizations.

11- Achieving the achievements that put the organization among the organizations with high-value shares.

Fifth - Types of Excellence

1- Leadership Excellence

The higher leadership has the ability to excel, by developing the capabilities of individuals, and encouraging them to go towards creativity, and through distinguished leadership and effective working relationships, and the ability to think renewed that moves away from tradition, as well as its interest in encouraging competition between individuals to come up with new ideas, as it is If it adopts an open door strategy and supports direct contacts between it and individuals, this results in the exchange of information related to the effectiveness of the organization and the ability to discuss it, reaching

Table (2)
value of the stability coefficient (Cornbrash's Alpha) for the internal consistency of the independent variables and the dependent variable

Paragraph sequence	The variable name	Stability coefficient Crew alpha%
1-20	Quality of service	% 91.3
1-13	Relationship Marketing	% 91.3
1-33	The general rate of stability	% 94.1

Source: Prepared by the researchers using the SSPS program

ship, that the distinguished leader who can see many problems in the situation. The one, he is aware of the errors and shortcomings and deficiencies, and he senses the problems, there is no doubt that people who are more sensitive to realize the shortcomings and problems in all the corresponding, increase their chance to go into research and authorship in them, and if they do so, the probability will increase. Their mother towards excellence, (Borghini, 2005, p.25).

2- Excellence in providing the service

As all categories of guests are considered consumers of goods and services, and when access is obtained and the needs of the categories of guests are not met or they increase their expectations, they turn to competitors to deal with them, so resorting to these results is an indication that something is wrong in the method of providing the service that led to the production. This service, and these symptoms lead to an action plan to correct and diagnose deficiencies. There is no doubt that the use of the structural approach to solving problems makes it possible to move continuously towards continuous improvement (Al-Nuaimi et al., 2008, p. 43).

Accordingly, there are a set of rules that work to develop a mechanism to provide service to guests, including:

- 1- The guest's situation is primarily and includes upgrading the level of services provided to meet his expectations, as well as trying to understand his desires and trying to provide them optimally.
- 2- Building a long-term relationship by extending a helping hand and assistance to the guest after the sale process has been completed and making sure that he is satisfied with what he bought.
- 3- Knowing the organization's capabilities and weaknesses and working to enhance its capabilities in order to better serve the guests.
- 4- Communicating with guests by listening to them, identifying their

needs and improving mechanisms in providing future services.

5- Not to blame the employees in front of the guests, but rather to analyze the situation and apologize, and to compensate them in a decent and calm manner.

6- Working to enhance the concept of quality of service for workers through services for guests.

(Hughes, 2003, p.22).

Sixth - Standards of Excellence

In fact, there are no unified international standards for measuring excellence, but there are national standards that some countries such as Japan, the United States, and the European Union follow, and some other countries follow suit in implementing these standards, so that these countries have awards for excellence (the Deming Award for Japan, the American Prize Award, the Excellence Award The European Union) grants it to local or foreign organizations that adhere to its standards.

(Bin Abboud, 2009, p. 12).

The second topic: tourism service

As a result of the developments that have occurred in the field of technologies for providing tourism services and the diversity of its forms, it has led to an increased need for attention to how to modernize the means of providing tourism service as part of the requirements for the advancement of the tourism sector in the country, which prompted specialists and workers in this vital sector to pay attention to drawing scientific and practical policies and plans to develop it As part of those policies is how to develop the efficiency of the performance of workers in the field of tourism service provision, therefore it was necessary to address in this topic the concept of tourism service and to identify its characteristics and types that are distinguished in order to know everything related

First - the concept of service

It is defined as (intangible products being dealt with in certain markets that aim to satisfy the needs and desires of the consumer and achieve benefit to him so that these services are not associated with the sale of other products) and according to “this definition, the services do not include those provided by the producers or dealers with the products sold to the consumer such as installation and operation services And maintenance, but includes educational, health, cultural, advisory, social, tourism, knowledge and other services (Al-Musaed, 239: 1998). As for the tourism service, he defined it (Abu Rahma, 13: 2001) are activities that are intangible or intangible and that can be provided separately Or standalone and availability Satisfaction of desires and needs and not necessarily associated with the sale of a product or other service and when providing the service may not require the transfer of ownership, the consumer of the service possesses or uses temporary requirements for production of the service (hotel room, rent, car, tourist trip) but without having it This consumer, tourism service has known many definitions, some have defined it as a group of businesses that provide tourists with comfort and facilities when buying and consuming tourist services and goods during their travel time or during their stay in tourist facilities away “from their original place of residence. Tourism services can also be defined as intangible elements, requiring the provision of an appropriate environment and coherence of multiple tourism business opportunities that coordinate their efforts to provide a decent and acceptable level of service exactly as the recipient wants.” Also, tourism service can be defined as a set of services and facilities provided for tourism and visitors Both are in line with their needs and desires and in a way that leads to presenting the mental image that the tourism service aims to draw and reinforce in the minds of visitors or tourists, and in what makes the community a place that “the tourist or visitor is happy to see and recommend to his colleagues and relatives,” (Al-Taie, 2003, p. 16).

Second - the characteristics of the tourist service

The characteristics of tourism services can be highlighted in particular in order to distinguish them from other services as follows:

(Interview, 145: 1999):

1- Tourist services are intangible services, as they cannot be seen, touched or caught, and therefore they need special abilities and skills to persuade the tourist with them.

2- The tourist service is an integrated service in itself, as it is difficult to divide or divide it. The tourism program, in order to succeed with complete effectiveness, must ensure its integrity, interdependence, harmony of its parts, and the dependence of each other on the other.

3- The human factor is considered to be the most influencing factor “on the provision of the tourist service. Therefore, the tourism service depends on the element of personal marketing. Therefore, the tourism service provider must be characterized by special capabilities that enable him to deal well with the tourist or visitor and respond appropriately to all his questions, and how to persuade him to take A positive decision to deal with the tourist service it provides.

4- Tourist services are not stockable, in the event that the results of tourism services are not taken advantage of, it is not possible to store those services, due to the consequent large losses to the producers of these services due to the lack of full use of their capabilities each time the service is performed, for example. For example, if there are vacant rooms in a hotel or tourist houses, they bear the loss as a result of not using their energy completely.

5- The fluctuation of the demand for tourism services is evident through some services that witness an increase in demand for them in certain seasons, where the demand for them increases during the summer and decreases during the winter, and the reason for this is due to the climate factor, paid holidays and free time that help in developing the movement Tourism, (Al-Dmour, 2002, p. 22).

6- Tourist services are not transferable, which means that most tourist services cannot be transferred to where the tourist is, but rather requires him to attend personally to the required location.

7- Since the wishes and needs of the tourist are varied, multiple and different according to their physical or physical capabilities, therefore they need a wide range of tourism services due to the different needs of tourists or visitors, therefore all tourist companies always “seek to design and prepare various groups of tourism programs in

order to harmonize With the differences in inclinations, capabilities and preferences of these tourists in order to attract the largest possible number of them, and then to ensure an appropriate size of contracts that guarantee a high profitability of its business and its continuity, and at the same time it includes finding an integrated and diverse set of tourism services that ensure that Satisfy the largest possible for tourists in different tourist desires and physical abilities.

8- It is difficult to measure tourism services, as the tourism organization believes that what it provides to the tourist is the best, the tourist may prefer the service of a specific tourist organization more than other organizations, due to criteria that another tourist does not consider, and even this tourist himself may be difficult to judge the services A specific entity, except after the experience and comparison of service with another similar service to another tourist destination. (Wausau, 16: 1996).

9- Some tourism services need support from other sectors, such as the agricultural and industrial sectors, to better meet the needs of tourists.

10- The dependence of the tourism service on the element of marketing (personal selling), as the human factor is the most influential factor in promoting the service, because the guest does not deal with an ATO machine when he is contracting for the tourism service or program, but rather deals with a person and from here it is necessary to This person has special characteristics and capabilities that qualify him for this deal and respond to the guest's questions honestly, courteously and courteously, as well as "on the mission of convincing him to take a positive decision towards the services offered, whether this person is from a private sales force or a mediator." (Al-Khairu, 56: 2001-57) .

Third - types of tourism services

All writers and researchers agree on the classification of tourism services, as all of them focus on the services that satisfy the needs and desires of the tourist or visitor when they make trips, tours or religious visits, so tourism services can be classified as follows:

A- Transport services, with all what is covered by these services,

including land, sea and air transport.

B- Housing services, which include all types of hotels, villages, tourist cities, youth hostels, etc.

C- Food and beverage services, which include all that satisfies the food and drink needs of tourists.

D- Amusement and recreation services, including sports, cultural, social and other services.

E- Other auxiliary services, which include water, electricity, telephone, health services, civil defense, maintenance, banking services, laundry, security and reassuring requirements, provision of auto locations, shaving and photocopying services, health facilities and explanatory signs.

(James, 1997: 50).

The third topic (practical aspect and statistical analysis)

In this topic, a set of statistical methods and measures are used in the data analysis process to achieve the desired research objectives, as follows:

First - Research Society and Sample:

The research community was represented by (workers) at the Mansour Hotel in Baghdad, and a sample was taken from them, where (60) questionnaires were distributed, and after they were marked by the sample members, only (57) forms were retrieved and emptied in a form that serves the research project.

Second - the tools used

The following tools have been approved for data collection and analysis purposes:

1. Theoretical references: Arab and foreign sources (books, periodicals, journals, researches, university theses) available in public and university libraries were approved, as well as recent articles and books provided by the Internet related to the research topic.

2. The questionnaire: A set of interrelated questions identified in a manner that achieves the goal that the research seeks within the framework of the chosen problem, for the purpose of obtaining data and information and obtaining digital results in which the search variables were measured, and a set of measures were used and approved after they were arranged according to the research require-

ments and directions, and a measure was adopted. (Likert) Trio as a criterion for building the research questionnaire, and to highlight the direction of response, the researcher relied on the hypothetical medium of (2), which represents the boundary between agreement and disagreement. The form included two parts, the first section included paragraphs that express the independent variable (distinction) with a total of (8) paragraphs. The second section includes the main paragraphs that express the dependent variable (tourism service), and with a total of (7) paragraphs.

A- Content validity test and sample sufficiency: The content sincerity means the ability of the questionnaire to express the goal for which it was designed or that the questionnaire measures what was set to measure it and that the content to be measured reflects its relative weights and that the question or phrase in the questionnaire measures what the research is supposed to actually measure, To check the condition (the adequacy of the sample and the presence of correlations between the variables), a measure will be used: (Kaiser-Meyer-Olkin measure) (KMO) and its value ranges between zero and the correct one, and this indicates high reliability and vice versa.

It is noted from Table (1) that the values of KMO for each of the distinction variable and tourism service amounted to (0.623) and (0.543) respectively, both of which are greater than 0.50, to confirm that the adequacy of the sample is available.

As for the existence of correlations between the search variables, the Bartlett test will be applied, if the probability value is equal to zero, indicating that the search variables have passed the test. Hence, the condition of the correlation relationships between the variables has been met, as shown in Table 1, which indicates the values of the Kay square for two variables. The research recorded (98.417, 73.491), meaning that I passed the test.

Table (1) testing the condition of the adequacy of the sample and the existence of correlations between the research variables

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Table (1) testing the condition of the adequacy of the sample and the existence of correlations between the research variables

Tourist service	Excellence	Search variables	
		tests	
0.543	0.623	(KMO) Scale	
73.491	98.417	Chi-Square	Bartlett Test
.000	.000	Sig.	

Source: Preparing the researcher based on the outputs of the SPSS statistical program, version 20

B- The stability of the questionnaire: it is positive results and tools that give the same results if it is re-applied several times in a row. If the researcher repeats the measurement, he gets the same results. Stability was calculated using the Alpha -Cornbach parameter method, as an experimental sample is used to conduct the test. If the

stability factor is closer to one, this means that this is appropriate for research and studies in which the questionnaire with its paragraphs is an approved tool and after applying the test, the results were as follows:

Table (2) stability test results

Explanation	The value of the coefficient of Alpha Kornbach Alpha Cornbach	Study variables
pass both tests	0.652	Excellence
pass both tests	0.792	Tourist service
pass both tests	0.773	All paragraphs of the form

Third - Methods of describing and analyzing data

Various statistical methods and methods are used to obtain the results during the conduct of the research, through which hypotheses are tested for the purpose of understanding problems and answering the questions raised in the research, and from these statistical methods are the following: (iterative distribution, percentages, mean, standard deviation, rank correlation coefficient For Spearman, Simple Linear Regression Coefficient, F (F-test), Determination Coefficient (R2).

Fourth - The importance of research variables

The answers of the sample’s 57 members respond to the contents of the questionnaire questions related to the independent variable (distinction) and the approved variable (tourism service), which clarifies their directions for each of the two paragraphs of the two variables, as the arithmetic media, the standard deviation and the relative importance of it are used, as follows:

1- Excellence

The research questionnaire included in its axis for measuring excellence (8) questions, to find the availability of the elements of excellence in Al-Mansour Hotel (research sample), and it is clear from Table (3) that the value of the mean of this variable is (2.506) which

is greater than the value of the hypothetical mean of (2) This means that the answers of the sample are directed towards agreement and with a standard deviation (0.677), which indicates the extent of homogeneity in the answers of the research sample regarding this variable, while the relative importance (83.542) was recorded, which is a high percentage that confirms the agreement of the research sample on most paragraphs of distinction.

Table (3) Description of the sample responses to the distinction paragraphs

Relative importance	standard deviation	SMA	Weights			items
			3	2	1	
			% The percentage of the answer			
91.233	0.444	2.74	73.7	26.3	-	1
78.367	0.834	2.35	57.9	19.3	22.8	2
89.400	0.602	2.68	75.4	17.5	7.0	3
83.067	0.735	2.49	63.2	22.8	14.0	4
81.800	0.734	2.46	59.6	26.3	14.0	5
79.533	0.701	2.39	50.9	36.8	12.3	6
82.467	0.684	2.47	57.9	31.6	10.5	7
82.467	0.684	2.47	57.9	31.6	10.5	8
83.542	0.677	2.506	Total excellence			

Source: Researcher preparation based on SPSS version 20 outputs

To compare the paragraphs (distinction) in terms of relative importance, it is noted that paragraph (1) got the highest level of relative importance by (91.233), followed by paragraph (3) by (89.400), then paragraphs (7 and 8) with relative importance formed (82.467) Then, paragraph (2) recorded its lowest level (78.367).

By measuring the level of significance, arithmetic mean and standard deviation of the independent variable (distinction), it is clear that the largest share of the answers to the research sample was for paragraph (1), and this indicates the importance of (setting future visions of the conditions surrounding the organization) to achieve excellence, as well as (granting rewards and incentives to individuals Workers in the case of providing distinguished ideas (through (attracting workers with cognitive capabilities and creative ideas), then (the tourist organization's reliance on high quality as a basis for achieving excellence), and (focusing on training programs to achieve better performance in the hotel organization) to develop

management ideas and investment Here to achieve its goals.

2- Tourist service

The research questionnaire on its axis for measuring the tourism service included (7) questions to find the availability of the elements of the tourism service in Al-Mansour Hotel (the research sample), and it is clear from Table (4) that the value of the mean for this variable is (2.467) which is greater than the value of the hypothetical mean of (2) This means that the answers to the sample are directed towards agreement and with a standard deviation (0.676), which indicates the extent of homogeneity in the answers of the research sample regarding this variable, while the relative importance was recorded (82.200), a high percentage confirming the agreement of the research sample on most of the paragraphs of the tourist service .

Table (4) Description of the sample responses to the paragraphs of tourist service in the Mansour Hotel.

Relative importance	standard deviation	SMA	Weights			items
			3	2	1	
			% The percentage of the answer			
84.200	0.601	2.53	57.9	36.8	5.3	1
78.367	0.744	2.35	50.9	33.3	15.8	2
78.933	0.794	2.37	56.1	24.6	19.3	3
92.400	0.501	2.77	80.7	15.8	3.5	4
86.533	0.530	2.60	61.4	36.8	1.8	5
75.433	0.768	2.26	45.6	35.1	19.3	6
79.533	0.796	2.39	57.9	22.8	19.3	7
84.200	0.601	2.53	57.9	36.8	5.3	1
82.200	0.676	2.467	Total excellence			

Source: Preparing the researcher based on the outputs of the SPSS statistical analysis, version 20

To compare the paragraphs of (tourism service) in terms of relative importance, it is noted that paragraph (4) got the highest level of relative importance by (92.400), followed by paragraph (5) by (86.533), then followed by paragraph (1) and by (84.200) and recorded the paragraph (6) The lowest level formed (75.433).

By measuring the level of significance, arithmetic mean, and standard deviation of the approved variable (the tourist service), it becomes clear that the interest was about (the tourist organizations endeavor to provide services to the guests in a way that exceeds their expectations and meets all their aspirations), by (meeting the

wishes of the guests to provide tourism service at reasonable prices) and (re Job engineering and organizational structure analysis in order to achieve the best tourism services), then (attracting competent employees to make the tourism organization distinct at all levels), and this indicates that the hotel organization is trying to achieve its goals, presence and continuity among hotel organizations.

Fifth: The research hypothesis test

The correlation coefficient (Spearman) was used for the purpose of knowing the relationship between research variables and testing the effect of the independent variable in the dependent variable using the simple linear regression model, and using the F-test to determine the significance of the effect of the independent variable in the dependent variable, and the R2 coefficient was used to find out The ratio of influence and contribution of the independent variable to the dependent variable.

1. Test the correlation hypotheses

To test the hypotheses of the correlation between distinction and its dimensions with the tourist service and its dimensions, the correlation coefficient of (Spearman) was used, if the correlation coefficient value is between (0.50) and (1) correct, this indicates the strength of the correlation, and the appearance of the sign (*) in results The SPSS statistical analysis program to confirm the significance of the correlation between the two variables at the level of significance (0.05), and the results were as follows:

The presence of a weak correlation relationship with significant significance between excellence and tourism service in Al-Man-sour Hotel, as the value of the correlation coefficient between them (0.427), which indicates the existence of the correlation between the two variables, but weak.

2. Impact hypothesis testing

An F (F-test) test was applied to determine the significance of the effect of the independent variable (distinction) in the dependent variable (tourist service), if the probability value (Sig.) Is less than the level of significance of (0.05), this indicates the presence of a significant effect, and vice versa It is true, and if the calculated value is greater than its probable tabular value, it indicates the presence

of a statistically significant effect, and vice versa, and also the value of the coefficient of determination R² has been extracted, which shows the rate of interpretation (distinction) of the (tourism service) variable. To know the effect of the variable (distinction) on the variable (tourist service), the test was conducted, and the results were as follows:

The probability value (Sig.) Was 0.001, which is less than 0.05, that is, there is a statistically significant effect of the (distinction) variable in (tourism service), as the calculated value of F (12.283) is greater than the tabular value (4.03 *) which is significant, this means acceptance The hypothesis (there is a statistically significant effect of the (distinction) variable with (tourist service), and the value of the coefficient of determination (0.183), which indicates the ratio of influence and contribution of (distinction) to (tourism service).

Table (5) Results of testing the hypotheses of correlation and impact of excellence in tourism service in Al-Mansour Hotel

Explanation	F test			The coefficient of determination R ²	Correlation coefficient	Variables	
	Probability value sig.	table	calculate			Approved	The Independent
There is a weak relationship There is an effect	0.00	*4.03	12.283	0.183	0.427	Tourist service	Excellence

Source: The researcher's work based on the outputs of the SPSS version 20 statistical analysis program

Conclusions

Each scientific research produces some results in the light of the answers of the research sample, which were evaluated and analyzed in accordance with the scientific orientations of the research project, and in the light of which a set of conclusions were reached:

- 1- There is a significant but weak relationship between distinction and tourism service in Al-Mansour Hotel.
- 2- There is a significant effect of excellence on tourism service.
- 3- Excellence can provide future visions of the circumstances surrounding the organization more clearly.
- 4- The organizations department grants rewards and incentives to working individuals if they present distinguished ideas that help in

developing work procedures.

5- Organizations attract workers with knowledge capabilities and creative ideas to employ them towards achieving the goals of the organization and excellence in its management.

6- The dependence of the tourism organization on high quality is considered the basis for achieving excellence.

7- Focusing on training programs achieves the best performance in the hotel organization.

8- The organization encourages the distinguished ideas presented by individuals and employees, and its employment can distinguish it from other organizations.

9- Tourist organizations strive to provide services to guests at reasonable prices that can satisfy their desires.

10- Analyzing the organizational structure and re-engineering the job helps in achieving the best tourism services.

11- The organizations department is keen on establishing relations and contacts between the individual and his colleagues to improve the type of service provided.

12- The interiors and interiors of the tourist hotels are compatible with the nature of the services provided.

Recommendations

1- Adopting new creative ideas by adopting research and consultations that work to raise the level of service provided to guests.

2- The necessity of the organizations administration taking an interest in adopting organizational excellence, especially in the field of offering new services or making improvements to existing services.

3- Paying attention to the skills and experience of individuals working in organizations through preparing high-level training courses and programs in order to improve tourism service and compete with other organizations.

4- Adopting a new policy for evaluating the quality of tourism service, based on the extent to which managers contribute to promoting, providing and motivating individuals working in participation and encouraging excellence.

5- The higher departments should attract competent workers to provide services that make the tourism organization distinct at all levels.

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Resolution

First: identification information

Note: Put a tick (v) inside the appropriate box

female male :sex -1

years 45-36 Less than 35 years old :age -2

more 56 years55-46

married Unmarried : Social status -3

Widower Divorced

diploma preparatory : Academic achievement -4

Little graduate studies B.Sc

15-11 10-6 5-1 : Number of years of service -5

more 21 20-16

First / first variable: distinction

Excellence: a reflection of management ideas, development, and investing its capabilities to achieve its set goals.

Not agree	neutral	agree	questions	s
			Excellence can set future visions of the conditions that surround the organization more clearly	1
			The organization encourages the distinguished ideas presented by individuals and workers and employing them in the field so that it distinguishes them from other organizations	2
			The Organizations Department grants rewards and incentives to working individuals if they present unique ideas that help in developing work procedures.	3
			Organizations attract workers with knowledge capabilities and creative ideas to employ them towards achieving the goals of the organization and excellence in its management.	4
			Any tourist organization can achieve excellence by relying on high quality in providing service at an affordable price.	5
			The organization must demonstrate excellence and ingenuity in its management.	6
			The tourism organization depends on high quality as a basis for achieving excellence.	7
			Encourages the most distinctive ideas and focus on training programs to achieve the best performance in the hotel organization.	8

Second / second variable: tourism service

Tourist service: an intangible activity that aims to satisfy the needs and desires of the guests.

Not agree	natural	agree	questions	s
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			The management of the organization is interested in analyzing the organizational structure in terms of powers and flexibility and re-engineering the job in order to implement achieving the best tourism services.	1
			The interiors and interiors of tourist hotels are compatible with the nature of the services provided.	2
			The organizations department is keen on establishing relations and contacts between the individual and his colleagues to improve the type of service provided.	3
			Tourism organizations strive to provide services to guests beyond their expectations and meet all aspirations.	4
			Organizations strive to provide tourism service that meets the desires and tastes of customers at reasonable prices.	5
			Attracting qualified employees leads to providing services that make the tourism organization distinct at all levels.	6
			The prices appropriate for the tourism service provided, bring the numbers of guests and their sense of satisfaction with what the tourism organization provides.	7

□



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opción

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