



IMPACT OF HUMAN RESOURCE ETIQUETTE ON GUEST SATISFACTION: STUDY RECONNAISSANCE FOR OPINIONS A SAMPLE FROM STAFF IN HOTELS CLASS EXCELLENT IN BAGHDAD

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Article history:	Abstract:
Received: 24 th May 2023 Accepted: 20 th June 2023 Published: 24 th July 2023	<p>The research aims to focus on interest in etiquette, development of human resource skills (HRS) in hotels of research sample, which reflects positively on guest, achieving his satisfaction, directing him towards services of Tourism organization (TO). Where researchers relied on descriptive analytical approach in their study. The sample of study consisted of (300) distributed Baghdad, which are hotels Babylon Rotana Hotel, Baghdad Hotel, Palestine International Hotel, Ishtar International Hotel, Mansour Malia Hotel) with (60) questionnaires. Some statistical means, methods were used that are commensurate with nature of questions prepared in questionnaire, as data was unpacked, analyzed using statistical analysis program (SPSS), as well as arithmetic mean, standard deviation, ratios and frequencies, in order to analyze stability, validity of questionnaire, Cranach's stability coefficient was used. alpha), the five-point Liker scale was adopted in preparation of questionnaire paragraphs, as well as use of (correlation coefficient person) Research concluded that these organizations should be inculcated in hearts of their employees in tourism departments employees (TDE) , taking into account introduction of employees in training courses on etiquette , Art of dealing to gain knowledge of all high-end behaviors, which thus contribute to gaining these organizations a good reputation. Aim to search to focus on interest by etiquette) HRS) in Hotels a sample search, command that reflected in affirmative on guest , achieve satisfaction he have, direct it Toward services (OT). Where I depend two researchers on curriculum descriptive Analytical in their studies. formed a sample study from (300) Done distributed on number from hotels a sample search in city Baghdad Which Hotels (hotel Babylon Rotan, hotel Baghdad, hotel Palestine international, hotel Ishtar international, hotel Mansour carefully) And in reality (60) resolution. He has It was completed Use some means , styles statistic that fit with nature questions stomach in Form questionnaire, so It was completed vacuation data, analyzed using program analysis statistic (SPSS), as well middle Arithmetic , deviation normative And lineage, iterations, for analysis stability Resolution , believe her It was completed Use) Factor stability Cranach's alpha)as It was completed Approval Scale Likert quintet in Preparation vertebrae resolution, as Use(Factor Engagement link Correlation coefficient person)And he concluded search to that This is amazing organizations He should that inculcate in souls its employees in sections tourist employees, Enter employees in courses training on etiquette , art deal to earn Knowledge which contribute Subsequently gain, conclusions , recommendations. Tourist, hotel organizations seek to direct towards the guest, by providing the best services to him during his stay in hotel or during participation in organized tourist (OT) trip program, to meet their various needs, to gentle, tactful treatment</p>



Keywords: Development of human resource, Toward services, Tourism Departments Employees.

▪ **INTERDICTION:**

The services provided to the customers of the tourism organizations are one of essential points that contribute to increasing level of creativity and loyalty to (TO) tourism organizations>

1. Methodological Framework Research:

1-1: Research problem:

The problem of the study revolves around presenting **two** important questions:

A: Does use of etiquette have an effect on achieving guest satisfaction?

B: lack of interest of administrations of hotels of the research sample in continuous training in aspect of etiquette, providing the employees in departments that meet with guests directly with arts of dealing and etiquette.

1-2: Importance of Research:

The importance of research lies through the interrelationship between etiquette and guest satisfaction.

1-3: Research objective:

The research aims to focus on interest in etiquette, development of human resource skills (DHRS) in hotels of research sample, which reflects positively on guest, achieving his satisfaction, directing him towards services of (TO).

1-4: Research hypothesis:

- There are relationship Engagement moral Same indication Statistic between Human resources etiquette and satisfaction guest.
- Nothing relationship Engagement moral Same indication Statistic between etiquette resources Humanity and satisfaction guest.

1-4-1: Study Tools Used

• Descriptive Approach

in order to study reality of application of etiquette behaviors by employees of departments that deal directly with guest, to show impact of this on achieving guest satisfaction, as this approach depends on collecting and analyzing data related to tourists and reaching the results

• **Theoretical library approach:** The researchers used a group of English and Arabic sources related to the subject of the study for the body of the research.

• Causal Analytical Method:

The researchers used analytical approach, which in turn relies on collecting data on the number of tourists, analyzing and interpreting them a scientific way, presenting results. Interviews with specialists were also relied upon collect information of interest to subject of research.

2- Literature review

2-1: Resources Humanity Human Resource Etiquette

2-1-1: Concept Etiquette:

protocol And etiquette concepts An old very, protocol he Simply group from the rules that He should that be like that in context some activity with Terms like civility Literature , find out life And morals benign, while is divided protocol in a form Basic to two fields ceremony official , ceremonies diplomacy, etiquette behavior or Moral benign she laws not written from the society in tenses previous He was Believes that rules protocol Etiquette behavior she part from life people wealthy Whose did not have to job, but rather developments in level cultural for communities , patterns life more number persons Whose They pay attention for this the rules, van simpler what mean it he Moral benign and behavior good , respect , behavior good that you take in Our environment Social whether He was that in desk or friends or the family (Studio, 1999:88).

considered as establish deal from most important points that maybe that attract the tourist to her that He is guest permanent in Places tourism and guests themselves will convince their relatives and their friends According for the transaction nice So, the brilliant from Reception friends job , visit This is amazing places, Result on Hassan transaction will continue the organization at work , in same time Obtain on earnings High maybe that Hold up Strongly against competitors others. (2010:87,Abbas).

Etiquette Which word French origin denote on card that affixed usually on envelope or glass To clarify its contents And I used Word French in shortcomings Property in Covenant Louis VI ten to signify on card(ticket) (Card invitation)that She was send for invitees before they come for minors royalist to attend Occasions , invitations different Explain In which necessity opt-in flour With what came In which from instructions and instructions duty followed in presence emperor and senior men Country in How bios and act in banquets and parties residency and quality dress up duty wearing it not Exit on This is amazing Instructions throughout Duration invitation , to time leave. (estimated,2013: 227). where be seen(138: 2016,Sripabh)that etiquette , morals benign etiquette the behavior she Blog behavior To determine Expectations behavior social According for this Standards traditional contemporary inside society or class Social or group, that Word French It was completed use it in etiquette the behavior that indicate literally to Brand or poster, in sense the talk in language English around general"1750" on Basis what mentioned before be seen two researchers that etiquette: He Concept philosophical , moral , a linguist



cultural, He is group from Literature different that We deal with it in Our life daily which Working on refinement the behavior and post spirit love , respect and convergence between the people whether in the job or the home, And therefore he your ticket to deal and communication with society".

2-1-2: Importance of Etiquette

Prepare etiquette from behaviors high , in performance service tourist , from most important Data that concentrate on her tourist to be the tourist seek what he knew , desirable from Kiss, so that activation Role etiquette for him Importance extreme in practical monitor changes the environment external To determine feature competitiveness , control on its environment internal and activation points powers , calendar points Weakness at a light that maybe discussion Importance etiquette on according to levels next:

- **The society:** Prepare organizations hotel one most important components vitality to community So it is contribute with a picture big development from during reflections , consequences etiquette , its applications on society And this consequences may be she has contents , (DBH), social positive in development society(1981:636,Munn)and be from during exchange some thoughts , habits and traditions , features behaviorism Prepare part from Building social , solve replace it Habits , traditions and attributes behaviorism New. (1991:626,Harrym).

, in when be seen Ansari that , focus on organizations hotel with a picture big , must that He is to improve level Services tourist , hotel And prepare programs training in This is amazing the field, and apply rules etiquette for being most important factors in to lift Awareness social, use planning Scientific proper(Ansari,2012:1)

- **organizations hotel:** that etiquette for him Role Important in investigation success in organizations hotel from during presentation Services (TO) conferences and parties gesticulate accompany her from services other for guests(tourists)from population local, requires from organizations hotel application rules etiquette in Relationship built on friendship , transaction kind for guests, that application manners etiquette from responsible Administration different levels individuals, resources Humanity worker in organizations hotel (Abu pomegranate,2001: 16).

, that incarnate Importance etiquette in to improve the performance total in organization , support Quality service tourist and ability on response , fitness and ease Access And the connection , good Creation , honesty And find out And understand needs and wishes guests and satisfy them. (2001:187,Heizer

- **Resources Humanity :** (RH) staff in organizations hotel they Belt anterior direct to the

organization Before guests , from through them Complete service guests, that (DRH) in organizations hotel He is via training and education , rehabilitation Than will save resources mankind distinct , conscious apply rules etiquette during presentation Services tourist as well changing in their behaviors from during interest organizations hotel With all aspects training and educate , relationships tourist to reach to sophistication and their acquisition skills New to be tourism from most important phenomena Social from where exchange cultures and communication between individuals staff in organization society Tourist(2001:19,Ying)and that (RH) in organizations hotel for them Role Basic in success its business to understand the background real to organization , about their way you can organization from success in to improve her photo golden desirable I have guests. (Abu mouse and others,2012: 206).

and sees The two researchers that guests and tourists in organizations hotel and tourist for him He fell big on Psychological these guests and tourists And their feeling relieved if what We assumed that these guests She was their experience The first in This is amazing the organization to be impression the first Remains stuck in mind guest or the tourist throughout a period his residence And from during that will Decide stay a period longer indecision future to same the organization hotel or tourist from whether or not if He was deal in it staleness as He should that He is deal pleasant And elegant on permanence Because we may be We receive guests in numbers big all So day He should that He is welcome for every a guest same Welcoming and heat Reception in order to Feel happy and satisfaction.

- **Etiquette Goals:**

that goal basic from to publish art etiquette Create Community fancy my maternal uncle from problems may be Arises because of ignorance by actions, where that more Species etiquette turnout he etiquette SO, The appearance etiquette the talk etiquette appearance etiquette restaurants First a base be informed this the art he etiquette The appearance that Judged with it the people upon you And it is called etiquette silent and stand up And walk , sit down handshake, And here show for us that it whenever stuck Human by etiquette prevailed society sophistication By dealing between members But on condition non exaggeration in it and not transcend habits and traditions (shmoo,2013: 32), from Goals etiquette(2017:88,Hamid)

- Clarification skills easy And hard in a form general.
- Identify on Concept etiquette and skills Connection , how reduction baffles Connection to get



on communication effective on Quality the service tourist.

- Shed light on Importance This is amazing skills in industry tourism and travel.
- Evaluation Role faculties tourism And management hotels in development skills their students With what Proportional to with market the job Tourist.
- Clarification Importance development This is amazing skills in field educational.

2-2: Guest Satisfaction Guest Satisfaction:

2-2-1: Concept of Guest Satisfaction:

In light of the accelerating environmental changes, development of tourism services through which hotel , tourism organizations are trying to achieve a competitive advantage in the scope of their work, the guest's connection mainly with the quality of tourism service provided by workers in tourism sector makes it imperative for the tourism organization to realize its success , stability remains dependent on its ability, Knowing , defining needs desires of guests accurately its ability to meet them, the organization took a new, more advanced destination that marketing specialists knew by heading towards guest. Where guest is considered one of organization's assets, it is basis for its survival in an environment in which competition is intense, so the concept of guest satisfaction has become more common in the tourism and hospitality sector, and one of the most important and prominent commercial concepts in modern era. Where many researchers tried to identify the parameters indicating the satisfaction of guests, so concepts , definitions about it varied according to different researches.

He says (31:Kotler 2003) that there is general agreement that satisfaction is a person's feeling of happiness or disappointment resulting from comparing the perceived performance of a product or service, and the outcome is in relation to his expectations, and the satisfaction judgment is related to all experiences that have been conducted with a particular organization, in relation to products, sales process and service. After-sales. If guest is satisfied after the purchase, the guests will form their expectations from the previous purchase experience, the advice of friends and colleagues, and the information and promises of marketers and competitors. indicated (30Sarmaniotis, 2003:) Through organization's observations, knowing guest and his participation within the organization and knowing his needs and desires leads to his satisfaction, which results in a significant impact on organization's sales.

, sees (Alobaidi, 2019:17) Satisfaction is pleasure obtained by taking advantage of financial terms of price deal.

2-2-2: Importance Of Guest Satisfaction.

The importance of guest satisfaction is great in policy of any organization and is one of most effective criteria for judging performance(Oliver, 2010:28)that Satisfaction guests Important Extremely for luxury guests individuals, for profits organizations Supported from during purchase , So Benefits all from guests and organizations , economics from Receive results Satisfying whether in market or in life the public in a form general , sees also Oliver satisfaction he Response consumer to fulfill that it rule on feature product or service itself introduction level fun from loyalty related by consumption With what in that levels loss or excess in loyalty. With regard to operations management aspect, guests are focus of any business. Before determining implementation of the strategy or the type of business structure to be implemented, entity must keep their guests mind (Elvira & sputum, 2016, p.3).

according to (Esther & bamdale, 2016: p.39-58) During strategic planning stage, the organization asks who are the consumers of tourism services , what do they expect? amount they want to spend on tourism services , how can they be reached? How likely are they to be satisfied with services provided? After evaluating these factors, organization can develop required services products for potential tourists, conduct a market assessment, increase awareness of tourists about advantages and benefits of these services and products. be seen (Mohsan, et al, 2016: p236-271) importance of guest satisfaction cannot be ignored because happy guests are like free advertising.

This scenario depicts the importance of guests in business venture. When purchasing a product or service, main goal of each guest is to achieve satisfaction. In current market environment, it entails not only winning guests and supplying the required products, but also building a relationship with guests (Fida et al:2020:p3) Here, a good relationship with guests requires provision of first-class services compared to business competitors, guests' notes are necessary in determining the nature of their satisfaction, it states that there are higher possibilities for (SG) when the quality of service is first-class for the success of any organization that aims to improve quality of product service, quality of service directly affects performance of market , thus (SG). He acquires (SG) interest increasing from researchers , practitioners as a domain Accredited with it study Scientific , as a tool basic you use organizations To promote loyalty guests , performance organizational , profitability in end Ultimate , no maybe ignorance Importance (SG) because guests happy ones like ads Freebies , lave he heard a lot from U.S on direction Present for business commercial to become severe



focus on guests , any (SG) center Our business from where strategies, It procedures , its operations with regards to most of us still the facts Old good , That it from easiest, most profitability sell it for guests current instead of from finding on guests new ones , that be more focused on guests prompt Toward service (Mohsan, et al, 2011, p.30).

2-2-3: Factors Affecting (SG)

Mentioned (Elvira & sputum, 2016) (SG) Can be affected by various issues including service features, consumer emotions, guest perception, workplace colleagues, friends , family. And believed Hap sari et al, 2017) The satisfaction of the guests is influenced in most cases by guest service provided by a particular organization in addition to price charged for such services. Among features that affect guest satisfaction are:

- Physical facilities and services.
- schedules.
- Show hotel staff.
- Types of equipment available.
- Communication techniques.
- Respond to guest complaints.

- Guest security.
 - Data accuracy and efficiency.
 - Positive towards providing guests with support and staff behavior.
 - Courtesy and flexibility of the staff.
 - Attention to personal guest, availability of service at all times, and understanding guest's preferences.
- Al-Karim & chowdhury, 2014, Rita et al, 2019, & Fida et al, 2020)

3-Data & Methodology

3-1: Tests Stability & Internal Consistency

3-1-1: Test apparent validity

- The virtual honesty test is concerned with presenting questionnaire in initial form to a number of qualified arbitrators in order to benefit from extensive experience in correcting , arbitrating the questionnaire to make it valid for representation. The subject of research (Human resource reliance & its impact on (GS) is a good representation, as outputs of application of virtual honesty test documented in Table
- confirm realization of virtual honesty in entire paragraphs of questionnaire and according to each variable of research variables.

Table (1) Data of Apparent validity test for Research Variables

Search variables		number of paragraphs	number of agreed paragraphs	percentage of arbitrators' agreement on the veracity of the paragraphs %	level of honesty
The Independent affiliate	Human Resources Adaptation guest satisfaction	7	6	85.71%	high
all parts of the questionnaire		12	10	83.33%	high
Researcher comment	The presence of high apparent sincerity in all paragraphs of the Human Resources Attitudes and all paragraphs of guest satisfaction, which confirms the presence of high apparent sincerity in the entire paragraphs of the questionnaire				

Source: Prepared by researcher that According to opinions of the arbitrators

According Table (1) that percentage of Arbitrators' Agreement on validity of paragraphs of independent variable human resource behavior (85.71%) which is a high percentage documenting agreement of arbitrators on veracity of (6) paragraphs out of (7) paragraphs devoted to human resources training. While percentage of the arbitrators' agreement on veracity of (SG) paragraphs was (80%), which is a high percentage, we achieve arbitrators' agreement on four out of five paragraphs allocated to dependent variable,

(GS). Percentage of Arbitrators' agreement on validity of total paragraphs of questionnaire amounted (83.33%), which is a high percentage documenting agreement of arbitrators on (10) paragraphs out of (12) paragraphs devoted to subject of research. Which confirms validity of representation of paragraphs of questionnaire for subject of research (Human resource leaning and impact on (GS) is a good representation.

- **Stability Test for Resolution.**



Table (2) documents that stability coefficient value (Cranach's Alpha) for total items of questionnaire is (0.871), which is more than (0.700), which proves that the items of questionnaire were successfully passed for reliability test. Table also documents that value of stability coefficient (Cranach's Alpha) for the total items of human resource etiquette amounted to

(0.857), which indicates a high stability in items of human resource etiquette due to fact that value of the stability coefficient was more than (0.700). For total items of guest satisfaction, coefficient (0.854) was recorded. Table (2) Stability test results (Cranach's Alpha) for items of questionnaire

Researcher comment	stability level	Stability coefficient	Study variables	
The presence of high stability in the paragraphs of human resources etiquette	high	0.857	Human Resources Etiquette	X
There is a high stability in guest satisfaction paragraphs	high	0.854	guest satisfaction	Y
There is high stability in the entire paragraphs of the questionnaire	high	0.871	The entirety of the questionnaire	

Source: Prepared Researcher According Program Results (SPSS v29)

▪ **Internal Consistency Of Paragraphs Of Questionnaire.**

The method of internal consistency is purpose of its application is to demonstrate degree of transparency , clarity of questionnaire with paragraphs , variables.

This is achieved by proving existence of a significant correlation between items within the independent variable , orientation towards guest, this is achieved by proving the existence of a significant link between the items within the dependent variable & (GS)



The value of the correlation coefficient between paragraphs Orientation towards the guest	paragraphs	code
0.817**	Employees often use polite words, such as "please" and "thank you" during the conversation.	Q01
0.811**	During the conversation, the service person always focuses on listening to my opinions.	Q02
0.789**	The service staff is very polite.	Q03
0.777**	I feel the respect of the service employee.	Q04
0.767**	The service employee always wears professional clothes that suit his work.	Q05
0.829**	The service staff is a very humble person.	Q06
0.830**	The service employee is committed to working hours.	Q07
**. Correlation is significant at the 0.01 level (2-tailed).		

The value of the correlation coefficient between the paragraph and the orientation towards the guest	paragraphs	code
0.846**	I think most of the guests have a positive view about this hotel	Q08
0.872**	The staff at the destination is very friendly towards the guests	Q09
0.851**	This hotel has a unique image	Q10
0.848**	I think this hotel is very popular with guests	Q11
0.836**	The staff at the hotel always puts the guests first	Q12
**. Correlation is significant at 0.01 level (2-tailed).		



Table (3) documents that seven items within the independent variable formed a significant correlation with independent variable, orientation towards the guest. This documents presence of high transparency , clarity in paragraphs of independent variable, as it clear from Table (4) that five paragraphs in dependent variable

Table (3) Data of Internal Consistency Test for independent variable.

formed a significant correlation with guest's satisfaction. This documents the presence of high transparency , clarity in the paragraphs of dependent variable. Table (4) data of internal consistency test for guest satisfaction.

Second: Descriptive analysis of level sample's responses to paragraphs of Research variables.

Researcher also benefits from response strength matrix, which shows level of respondents' response to questionnaire items, as documented in detail in following table (5):

Table (5) Matrix of gradations of strength of responses to questionnaire items

The level of response by the sample members	Gradations of the strength of the answers to the paragraphs of the questionnaire	The value of the weighted arithmetic mean is limited to the period	class
very low	Strongly disagree	From 1 to less than 1.8	first
low	Lack of agreement	From 1.8 to less than 2.6	second
Moderate	neutral	From 2.6 to less than 3.4	Third
high	the agreement	From 3.4 to less than 4.2	Fourth
very high	Firmly agree	From 4.2 to 5	Fifth

Source: (Karnilev: 2002, 65.80)

Karnilev Sergey Sergeev / Xultiple Regression / 2002 / Publishing House Statistical Science Library Xoscow Russian Federation / First Edition

While researcher employs the weighted arithmetic mean to find out level of the sample's response to questionnaire paragraphs, standard deviation to indicate the homogeneity of the sample's answers, and

the measure of relative importance to indicate intensity of answer and the percentage of sample's agreement on the paragraphs, either to indicate trend of the sample's answers , extent of their departure from hypothetical mean of (3) Researcher applies a test (Value = 3 One-Sample Test).

- **Descriptive analysis of (HRE).**

Table (6) level of responses of study sample paragraphs of intermediate variable (HRE)

One-sample test (Test Value = 3)			Relative importance %	standard deviation	Weighted arithmetic mean	paragraphs	code
interpretat ion	probability value	The calculated value					
mean moves away from the hypothetical mean in the	0.000	11,308	77.02	0.7572	3,851	Employees often use polite words, such as "please" and "thank you" during the conversation.	v1
	0.000	8,138	71.72	0.68658	3,586	During the conversation, the service person always focuses on listening to my opinions.	v2
	0.000	8,016	71.5	0.67659	3,575	The service staff is very polite.	v3



	0.000	9,939	74.22	0.68234	3,711	I feel the respect of the service employee.	v4
	0.000	10,972	77.36	0.80791	3,868	The service employee always wears professional clothes that suit his work.	V5
	0.000	10,043	75.02	0.73847	3,751	The service staff is a very humble person.	V6
	0.000	11,638	75.88	0.64058	3,794	The service employee is committed to working hours.	v7
	0.000	12,493	74,674	0.71281	3,734	Human resources etiquette	X

Source: Prepared by researcher that According to response levels of study sample & data of statistical programs SPSS v29

Table (6) is documented according to data of program (SPSS V29) that the trend of the respondents' response to all paragraphs of the independent variable human resources behavior was towards agreement, especially that the result of {One-Sample Test (Test Value = 3) was significant, as calculated T value reached (12.493), it is significant and bears a positive sign This confirms divergence of the arithmetic mean value of independent variable significantly from hypothetical mean , in direction of agreement, with an answer strength of (74.67%), which documents agreement of about three-quarters of the sample on importance of the paragraphs allocated to human resource behavior variable, with an arithmetic mean of (3.734) , a standard deviation of (0.71281). This indicates homogeneity of sample's responses regarding (HRE).

Table (6) also achieves that levels of importance of paragraphs within independent variable (HRE) were distributed among highest level of response achieved by paragraph (5) among all paragraphs of (HRE) with a strong response that constituted (77.36%) to confirm that the agreement of more than three-quarters of research sample However, service employee always wears professional clothes appropriate to his work.

While Table (6) paragraph (3) recorded lowest level among all paragraphs of the independent variable, (HRE), with an answer strength of (71.50%), to confirm that more than two-thirds of research sample agreed that service employee is good-natured.

▪ **Descriptive analysis of (GS).**

Table (7) level of Responses of study sample to paragraphs of dependent variable (GS)

One-sample test (Test Value = 3)	v	e	i	m	p	o	r	d	d	e	v	i	a	r	i	t	h	m	p	a	r	a	m	p	s	code
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Table (7) is identified according to data of program (SPSS V29) that direction of the respondents' response to all items of the dependent variable guest satisfaction was towards agreement, especially that result of {One-Sample Test (Test Value = 3) was significant, as calculated T value reached (11.868), it is significant and bears a positive sign including The divergence of arithmetic mean value of dependent variable significantly away from the hypothetical mean , towards agreement, with a response intensity of (74.19%), which documents the agreement of about three quarters of sample on importance of paragraphs allocated to (GS) variable, with an arithmetic mean of (3.710) and a standard deviation of (0.66192), which indicates The extent of the homogeneity of sample answers regarding(HRE).

Table (7) also achieves that levels of importance of paragraphs within the dependent variable (GS) were distributed among highest level of response achieved by paragraph (12) among all paragraphs of guest satisfaction with an answer strength that constituted (75.66%) to confirm that more than three-quarters of the research sample agreed that it is always What the staff at the hotel puts guests first.

While Table (7) confirms that paragraph (9) recorded the lowest level among all paragraphs of the dependent variable, guest satisfaction, with an answer strength of (73.06%). This confirms the agreement of more than two-thirds of the research sample that the employees at the destination are very friendly towards the guests.



Source:

interpret ation	probabili ty value	The calculate d value					
The arithmetic mean moves away from the hypothetical mean in the direction of agreement	0.000	9,530	73.94	0.71123	3,697	I think most of the guests have a positive view about this hotel	V8
	0.000	9,437	73.06	0.64414	3,653	The staff at the destination is very friendly towards the guests	V9
	0.000	9,275	73.16	0.6713	3,658	This hotel has a unique image	v10
	0.000	10,838	75.14	0.65427	3,757	I think this hotel is very popular with guests	v11
	0.000	11,462	75.66	0.62866	3,783	The staff at the hotel always puts the guests first	v12
	0.000	11,868	74,192	0.66192	3.71	guest satisfaction	Y

Prepared by researcher that According to response levels of study sample the data of statistical programs SPSS v29

4-Testing Research Hypotheses.

Table (14) confirms the acceptance of main hypothesis, which states (there is a significant , statistically significant effect of adopting human resources on guest satisfaction) with an acceptance rate of (95%), especially that the test result was positive, as the value of F calculated (573.191), which is significant because the corresponding probability value amounted to (0.00), which is less than the significant level of (0.05), while value of the determination coefficient was (65.80%), which indicates the proportion of interpretation of human

resources attitudes to changes in guest satisfaction. value of correlation coefficient between human resource etiquette , guest satisfaction was recorded (0.811), which confirms the existence of a strong direct correlation between independent variable and the dependent variable, while the fixed limit value was recorded (= 0.628).a) and the value of marginal slope beta (0.825=β).

Table (14) results of analysis of impact of (HRE) on (GS)

Test result	attribute	
Human Resources Etiquette	the independent variable	influencer
guest satisfaction	dependent variable	affected
0.811	The simple correlation coefficient between the two variables	
65.80%	The coefficient of determination R ² %	
0.628	fixed limita	
0.825	marginal tendency beta	
573,191	value F calculated	F-Test
0.00	probability value	
There is a clear effect of human resources etiquette on guest satisfaction	interpretation	



Source: Prepared researcher that according to program results SPSS v29

5- CONCLUSIONS AND RECOMMENDATIONS

5-1: conclusions

- The lack of interest of the departments of hotel organizations in the research sample in providing training and development opportunities in the application of etiquette.
- It was found that the hotels of the first class took the complaints and suggestions of the guests in order to determine the requirements for achieving the satisfaction of the guests.
- The selected sample hotels believe in upgrading and excellence in providing service to their guests to achieve guest satisfaction.
- The hotel environment is very complex because of the human nature of hotel customers on the one hand and service providers on the other hand.
- There is a weakness in the awareness of the hotel service providers working in the culture of etiquette.

5-2:Recommendations

- We recommend that the research sample hotel administrations need to provide training courses in field of etiquette , It various behaviors to provide employees who meet directly with guests by providing them with skills of dealing professionally with the guests so, can deal.
- We recommend that administrations of hotels of research sample commit to paying attention to hearing complaints of guests through all information in various service departments by means of questionnaires , surveys, whether written or electronic.
- We recommend departments of research sample to pay attention to meeting needs and desires of the guests in order to gain their satisfaction and turn them into permanent guests.
- The study recommends need to educate , guide hotel organizations on the importance of etiquette culture because of its great role in service sector of those organizations.
- Employing qualified human resources who are able to win over guests through their high-end behavior.

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