THE PROFESSIONAL COMPETENCIES OF THE TOUR GUIDE AND THEIR IMPACT ON SATISFACTION WITH THE TOUR GUIDE'S SERVICE-AN EXPLORATORY STUDY IN THE RESORT OF " GELI ALI BEG"

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Article history:		Abstract:
Received: **Accepted:** **Published:**	24th May 2023 20th June 2023 24th July 2023	The research aims to test the influence relationship of the variables of current studyPrepare professional competenciesin dependent variable by dividing it intoSatisfaction with the tour guide service as a dependent variable for a sample ofGuests at "Kilo Ali Beg Resort", in Erbil Governorate Indeed (340) a questionnaire distributed to tourists, distributed to them exclusively and comprehensive to surveytheir opinionsAbout the availability of the researched variable stolidentify the relationships targeted by the study, so receive from them (310) and when unpacked excluded (10) Including that it is not valid for statistical analysis to be the study sample(300), and these variables interacted to form general framework of the research, and the main and sub-hypotheses emanated from them in order to achieve research objectives.

1.INTERDATION:

Today, tourism establishments seek to follow appropriate methods and techniques to achieve visitor satisfaction in tourist areas. This is achieved through the expertise of (TS) and the professional expertise that is employed in achieving this goal.

2.Scientific Methodology

2-1: Research problem and questions:

As a result of increasing changes, disturbances in business environment until present time, which greatly affected all organizations, especially tourism ones, role of professional competencies appears, as success or failure of organizations in facing disturbances or changes depends the intelligence, skills, ability of leaders in organizations to make decisions. Fateful as it should be for higher departments in ministry of culture, tourism , antiquities to use effective role in facing problems, here the problem of study was embodied through main question (do professional competencies have a role in improving the quality of tourism service (TS), leading to satisfaction with the provided (TS).where researcher noticed, through meetings with tourists and resort managers, and through her experience with workers, that there is a weakness in combination of knowledge, skills,

experience, and behaviors that form the personality of service providers, which gave an indication of poor marketing performance oath circuit of this resort.
The following questions arise from this problem:
• **To what extent do senior leaders realize importance of professional competencies?**
• **Is there an effect of professional competencies on satisfaction with tourism service?**

2-2: The Importance of Research

Current Research Gains Its Importance From Importance Of Variables That Were Then Dealt With By Contemporary Administrative Phenomena Topics Characterized By Modernity That Keep Pace With Environmental Developments And Strengthen Position In Overcoming Problems Have An Influential Role In The Success Of Organizations, Especially (TS) Therefore, Importance Of Research Is Evident Of The Following:
▪ The research touched on two important variables for organizations, especially (TS) which are (professional competencies satisfaction with (TS), which are among topics of modern administrative thought.
▪ Shedding light on reality of use of professional competencies in satisfaction with the (TS) in the resort

of Gila Ali Bye in order to diagnose problems, obstacles facing them, provide proposals and recommendations regarding them.

▪ This study in field of intellectual tourism work in particular is a new addition to academic library, especially with regard main variables.

▪ The current study can constitute a strong incentive for researchers to carry out research, studies that contribute effectively to learning more about professional competencies.

2-3:Research objectives

▪ Identify level, nature of professional competencies, satisfaction in" Gali Ali Bey Resort".

▪ Provide a conceptual framework for all behaviors to organizational variables of the study and everything related to it by defining the concepts, importance and dimensions of variables of study, completing what Previous researchers because their studies represented our starting point in completing current study.

▪ Developing a model linking variables of study, verifying its credibility through the basic hypotheses of study.

▪ Determining effect and correlation relationship between variables dimensions of professional competencies in satisfaction with (TS).

2-3: Hypothetical research scheme

The hypothetical diagram reflects an image that shows nature of the influence relationships between study variables their trends by relying on relationships specified in study hypotheses, on basis of which independent study variable (Professional competencies) which includes three main dimensions are (b) Professional knowledge, professional skills, professional attitudes), dependent variable (satisfaction) which includes four main dimensions are (b)Service quality, trust, brand reputation, tangible value)
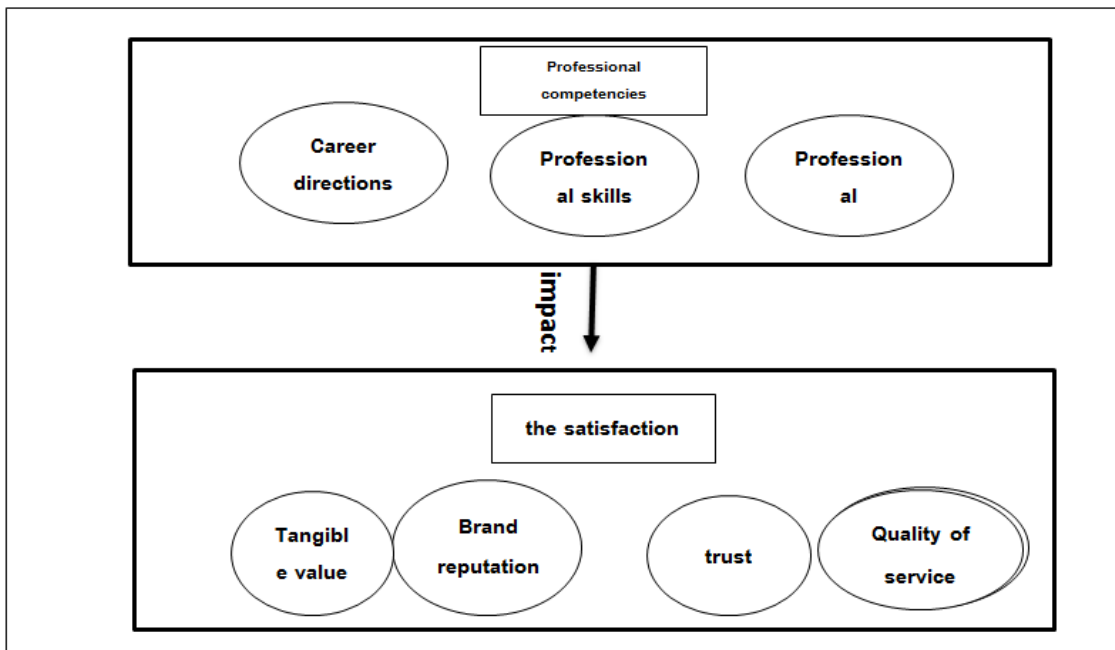

Figure (1)Research hypothesis

2-4: Research Hypotheses

Research Hypotheses Are Formulated According To Hypothetical Research Model, Analysis Statistical Treatment, Then Validity Of Hypotheses Will Be Proven Or Not, As Follows:

H1: There is a significant effect between Professional competencies and (TS) following hypotheses emerge from them:

a1: There is a significant effect relationship of professional knowledge on satisfaction with (TS).

a 2: There is a significant effect relationship of (PS) on (TS)

a3: There are relationship impact Same indication morale Occupational trends in (TS)

3. Theoretical framework

3-1: The Concept Of Professional Competencies:

The concept of professional competencies is a multifaceted concept, differing in terms of perception and applied , proposed fields for it. This is what makes setting a specific definition , it a matter over which researchers have disagreed. , concept also occupies a fundamental place in the management, rehabilitation and development of human resources of ,

organization. Where professional competencies are considered a set of knowledge and skills that it possesses The individual that enables him to perform his work better, as it means sum of experiences behaviors acquired , practiced in a specific professional context in order to perform a specific job efficiently effectively, and efficiency is linked to individual ability (mental , physical) as well as it is stimulated by personal motivation (Rahim, 2004: 288).

Based on the foregoing, see professional competencies cliché (capacity To act effectively in a specific pattern in order to raise level of organizations, especially tourism ones).

3-2: Dimensions Of Professional Competencies:
3-2-1:Efficiency:

When You Delve Deeper Into The Analysis Of Competency, You Find It Related To The Individual And Organizational Level, Where The Organizational Level Plays The Role Of Coordinator Of Individual Competencies. Dimensions Of Efficiency.
These Dimensions Can Be Highlighted As Follows**:(**Faiza Bouras, 107: 2019).

▪ **Professional knowledge:**It is related to the total information of the organization, allowing it to direct its activities, and can be mobilized in order to provide different interpretations. It is also related to external data and the possibility of using them and converting them into acceptable information, and knowledge, whether implicit in the minds of employees, or explicit in the bases and reservoirs of knowledge located at the level of organizations. It is one of the most important components of competence, as there is always knowledge behind every competence.

▪ **Professional skills:**It is about being able to achieve in a tangible way, according to a specific path or goals. This dimension does not exclude or eliminate knowledge, but it is not a necessary condition for interpretation of justifications, and this is what makes skill more implicit than knowledge, as it is difficult to transfer, and skills combine three dimensions:

3-2-2: Scientific skills(SK): These skills are mainly gained from professional experience, but they can be a subject of learning. This type of skill allows the individual to carry out and conduct effective operations.

3-2-3: Relationship skills (RS): It set of abilities that allow individual to know how to behave in a particular work context, as they are acquired not only through the professional process, but also through the individual's contact with his surroundings in general, and examples of these skills: managing her dialogue with an angry customer or working in a team, negotiating with an official .

3-2-4: Mental skill (good thinking)(MS) : It is a set of intellectual operations that are concerned with achieving simple activities such as description, comparison, counting...etc. Or in complex processes such as forming hypotheses, deducing results, proof, and others. This type contributes to the generation of new information based on preliminary information.

Hence, we consider that skill is one of the most important intangible resources available to individuals, and these skills are acquired in different places and times and not only during the professional path, and all skills that are acquired will have an impact on people's actions and behaviors.

3-2-5:Career directions(CD): It is represented in individual's ability carry out tasks and exercise competence with excellence, as it is related to will of individual and includes the elements fall under behavior and motivate perform his duties in a good manner. Competence requires controlling behavioral trends in the field of work.

4. Analysis And Discussion
4-1: Concept Of Satisfaction

one of most important , prominent business concepts in modern era that seeks to meet requirements needs of customers, answer all inquiries and secure those requirements in a timely manner (Abu Shehada, 2019: 150). is a marketing philosophy used in all manufacturing industries and services (16: 2021,Akeem et al..

Satisfaction is degree of the customer's awareness of organization's effectiveness in achieving products meet needs and desires (Al-Abadi and Al-Ta'i, 2020: 526) and with increase in competition in recent years, the concept of satisfaction has become widespread because it is one of essential components in building customer capital, as it is extent to which perceived performance agrees. For product with the expectations of buyers (Al-Rabiawi and Abbas, 2015: 158) and it has become one of most important marketing assets that leads to increased loyalty as well as role in reducing marketing costs (213: 2001,Bowen & chan), which is the feeling of happiness or frustration that arises after customer compares the performance of the commodity or service with his expectations (169: 2012, Kotler & Keller)Based on the above We know contentment on (one of   the strategiesMarketing represented by satisfying needs and desires of guest)**.**

4-2: Satisfaction Features:

▪ **Quality Of Service :**

Quality of service is organization's key to reaching markets attracting tourists. A high quality of service will lead to guests evaluating product in a more positive and high-value way (395: 2020,Shahin) and in the tourism and hospitality industry, service quality is a critical factor in achieving a sustainable competitive advantage gaining trust of guests, so (TO) must improve maintain service quality by adopting a long-term relationship strategy by focusing on technical quality. While Srinivas & Padman (2013: 51) found that assurance is most important. finally sees (alobaidi, 2019:2902That most tourism services have high features experience , can only be evaluated after tourist receives a service or through its consumption.

▪ **Confidence:** will or intention to rely on a partner for exchange is characterized (in addition to the behavior) for essential qualities such as honesty, efficiency and credibility.(Corritore et al, 2003: 740.**.**

▪ **Brand reputation:** It means stability over time on organization's character entity. The organization may be known for various types of reputation (price reputation, product reputation, innovation reputation) (21: 1993,Herbig & Milewicz)

AndYRj(20: 1982shapiro,) reputation is more positive when the building is developingyellIt increases the organization's market share establishes more loyalty while recalling (2016: 1043,Kahwaji & AL-mubayed) It is the mental image that is created hidden in the minds of the guests appears in their emotional and rational responses.

4-3: Tangible value:

The judgment of guests on value of consumption after comparing benefits received from goods and services with their costs (12: 1988,Zeithmal) The basic concept is that the benefits are in exchange for sacrifice, tourism and hospitality organizations provide a high value for their services by enhancing the services provided to exceed satisfaction of guests

YumaFor money is a support indicator has a positive impact on guests' intention to stay again, since guest services, in addition to the room and food quality, were satisfactory.

5:METHOD
5-1: Tests Of Validity , Reliability For Measuring Tool.

▪ **Virtual validity**

Apparent honesty necessitates presenting questionnaire in initial form Arbitrators Professors with aim of elaborating frome experience sthey Academic, scientific and practical correction arbitration solution becomeValid to represent the subject of the study. professional competencies of tour guide and their impact on satisfaction with the tour guide's service)good representation, The results were as follows. Schedule (1Data of the virtual validity test for the study variables

level of honesty	percentage of arbitrators' agreement on the veracity of paragraphs %	number of agreed paragraphs	The number of paragraphs	Study variables		
Complete	100%	4	4	Professional knowledge	x1	independent dimensions
high	75%	3	4	Professional skills	x2	
high	75%	3	4	Career trends	x3	
high	83.33%	10	12	Tour guide professional competencies	X	The Independent
Complete	100%	3	3	Satisfaction with the tour guide service	Y	affiliate
high	86.67%	13	15	all parts of the questionnaire		
There is a high apparent validity inallvertebraeTour guide professional competencies its dimensions And all paragraphs of satisfaction with the						Researcher comment

service of the tour guide, which confirms the presence of high apparent sincerity in the entire paragraphs of the questionnaire	

Source: prepared by the researcher The opinions of the gentlemen of the arbitrators

▪ recorded ratio agreement of arbitrators on the validity of paragraphs the independent variableTour guide professional competencies 83.33%),What is documented agreement of the arbitrators on sincerity (10(paragraph among)12) paragraph allocated professional qualifications of a tour guide. In particular, the percentage of arbitrators' agreement on paragraphs(Professional knowledge amounted to (100%), professional skills recorded an agreement rate of (75%), professional attitudes reached an agreement rate for the arbitrators (75%)).

▪ While the percentageThe agreement of the arbitrators on the sincerityParagraphs of satisfaction with the tour guide service(100%), which is a ratio completeThe agreement of the arbitrators is documentedAuthenticate all paragraphs dedicated to the satisfaction of the tour guide service.

▪ nThe degree of agreement of the arbitrators on the sincerity of the professorsThe entire paragraphs of the questionnaireeached (86.67%), which is a high percentage documenting the agreement of the arbitrators on (13) povertyHin between (15) poverty H .

5-2: Test of constructive affirmative validity of professional competencies of (TG) To be satisfied with (TG).

Style Is required Confirmative Factor Analysis Is Sample Size studied Is Sufficient To Apply It, By Finding A Measure Value (KMO)Then After Find Scale Value Analysis Data Showed That Size Of The Studied Sample Is Sufficient To Apply Confirmatory Factor Analysis Method With High Efficiency And quantity Shown In Schedule (2).

Table (2) test results (KMO)

Scale value KMO	variants
0.952	**Tour guide professional competencies**
0.747	**Satisfaction with the tour guide service**
The test results document all scale values were more (0.500), which confirms possibility of application Confirmative factor analysis method Based on data obtained from the answers of studied sample with high efficiency	**interpretation**
KMO: abbreviated} Kaiser-Meyer-Olkin Measure {	

Source: prepared by researcher according to results of program (SPSS) v29 document Table (2) Statistical treatment scale (KMO)

professional competencies of tour guide amounted to (0.952) as it reached ValuableStatistical treatment scale (KMO)to be satisfied with the tour guide service)0.747). While the second stage of application is required Confirmative factor analysis methodThere are significant correlations between dimensions (professional knowledge, professional skills, professional attitudes)) existing within Tour guide professional competencies among themselves, as well as requires application Confirmative factor analysis method There are significant correlations between paragraphs within the satisfaction of the tour guide service among them, that Starting from a test application(Bartlett Test) will be Statistical test result moralewhen the value of (Chi-Square) calculated for

the test of significance That's when the corresponding probability value isequal to orbelow the moral level approvedin the study and adult5%), Otherwise, the application condition is not met Confirmative factor analysis method searcher stops applyingConfirmative factor analysis method resort to other methods to prove the validity of the paragraphs of the questionnaire.As he diagnoses theSchedule (3)and bydataa test(Bartlett Test) There is a link at moral H betweenthree dimension sexistingwithin Tour guide professional competencesamong themselves, as well There are significant correlations between Paragraphs within the satisfaction of the tour guide service among them.

Table (3) Data Test Test Bartlett

variants	valueCalculated Chi-Square	probability values.
Tour guide professional competencies	6040.85	0.000
Satisfaction with the tour guide service	794,959	0.000
All test data were significant, documenting the	**interpretation**	

existence of significant correlations between Dimensions Within the independent variable dependent variable.	
Source: prepared by the researcher according to the results of the program SPSS v29	

main purpose of test application Affirmative constructive honesty Emphasizing factor analysis on the items of the professional competencies of tour guide It is proven that paragraphs four items devoted to first independent dimension represent professional knowledge as best representation, and the four items devoted to the second independent dimension represent professional skills as best representation. test applicationAffirmative constructive honesty It proves that four paragraphs devoted to third independent dimension represent professional trends in best representation, as he confirms test application Affirmative constructive honesty Affirmative factor analysis on paragraphsin dependent variable The three independent dimensions (professional knowledge, professional skills, and professional attitudes) representTour guide professional competenciesBest acting.

This confirms that the twelve paragraphs allocated to the independent variable representTour guide professional competenciesBest acting. While the researcher benefits from an applicationa test

Affirmative constructive honesty viaAffirmative factor analysis on paragraphsThe dependent variable, satisfaction with the tour guide service, is proving that the three items assigned to the dependent variable represent satisfaction with the tour guide service best. As for proving that the questionnaire with its independent and dependent variables and paragraphs can be applied to the studied sample with high efficiency, the researcher will adopt on the best Indicators of quality of model matching which It gives a complete picture of the conformity of the model proposed For study data. (Tigza: 2012, 242).The results of applying the factorial analysis method as sertiveon the study data via dataStatistical analysis program AmosThe twenty-ninth edition presented in Table (4) were all significant, which confirms the fulfill mint of the truth condition in the questionnaire paragraphs.And as documented intheshape (1)For the independent variable (Tour guide professional competencies) Figure (2)Which relates to the dependent variable (satisfaction with the tour guide service).
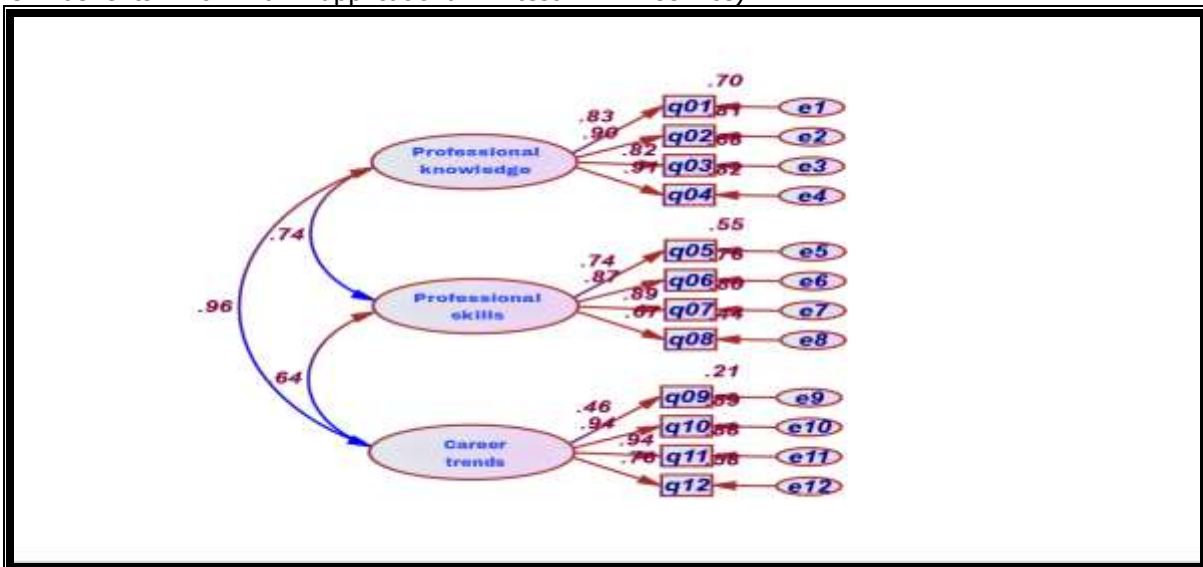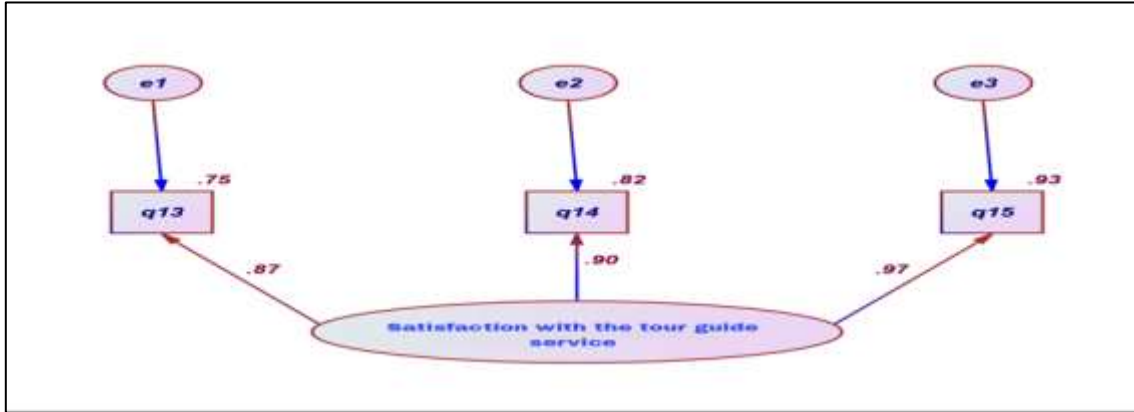

Figure (1) Confirmative factor analysis chart of professional competencies of tour guide according to data of statistical program (Amos V29)

Fig, (2) Factor Analysis To Be Satisfied With Tour Guide Service According To Data Statistical Program (V29 Amos).

Table (4) Data Of Quality Indicators Of Model

Researcher Commented On The Value Of Indicators	Acceptance Criterion For Conformity Index	Satisfaction With Tour Guide Service	Tour Guide Professional Competencies	Pointers
overall results of confirmatory factor analysis were significant thus document validity of representation of fifteen items in questionnaire for tagged research topic. (Professional competencies of tour guide their impact on satisfaction with tour guide service) Good representation	Indicator Value Should Be Less Than 5	3,076	4,679	ratio between chi-square value degree of freedom Relative Chi-Square
	Value Of Indicator Is Between (00.05 0.080) To Indicate That Model Corresponds To A High Degree With Sample Data	0.061	0.074	An approximate root mean square error index Root Mean Square Error Of Approximation (RMSEA)
	value of these indicators is always confined between zero one… closer it is to one, higher degree of agreement. Most statisticians prefer that value be from 0.90 or more.	0.911	0.890	Standard fit index Normed Fit Index (NFI)
		0.956	0.899	comparative conformity index Comparative Fit Index (CFI)
		0.931	0.900	Increased matching index Incremental Fit Index (IFI)
		0.901	0.870	Tucker Lewis indicator Tucker-Lewis Index

				(TLI)

Source: prepared by researcher according to data Confirmative constructive validity test.

5-3: Stability test for resolution.

Jdocument Schedule (5) that stability coefficient value (Cranach's Alpha) for entire paragraphs of questionnaire (0.865) which is more than (0.700), which proves that the paragraphs of questionnaire for stability were successfully passed.asjdocument table (5) value of stability coefficient for total vertebrae professional qualifications of the tour guide have reached(0.837) which indicates stabin vertebraeTour guide professional competencies Because the stability coefficient value was more than (0.700).For total items of satisfaction with tour guide service, coefficient (0.815) was recorded.

Countries (5) Stability Test Results(Cronbach's Alpha) For Paragraphs Of The Resolution

Researcher comment	stability level	Stability coefficient	Study variables	
presence of constancy high in vertebrae Tour guide professional competencies	high	0.837	Tour guide professional competencies	X
presence of constancyhighin paragraphs of satisfaction on Tour guide service	high	0.815	the satisfaction About the tour guide service	Y
presence of constancy entire paragraphs of questionnaire	high	0.865	entirety of questionnaire	

Source: prepared by researcher according to results of programSPSS v29

5-4: Descriptive analysis level of variables

show researcher in this research Descriptive analysis dataThe professional competencies of the tour guide in their dimensions(professional knowledge, professional skills, professional attitudes) And for satisfaction with the tour guide service, depending on the weighted arithmetic mean to indicate the level of the sample's response toQuestionnaire paragraphs And employing the standard deviation to display the homogeneity of respondents' answers on questionnaire paragraphs, researcher invested a measure of relative importance to indicate the intensity of the answer and the percentage of sample's agreement on paragraphs of the questionnaire and its independent, dependent and mediating variables its independent and mediating dimensions, while researcher uses a statement direction of the answer to the paragraphs Resolution is a scaleadult hypothetical mean (3) Andwhich representsThe boundary between disagreement and agreement within scale Liker tpentagram, aswill depend Researcheron gradationsThe matrix of strength of the answers, which shows level of response of the respondents to paragraphs of the questionnaire documenteddetailed in table (6) the following:

Table (6) matrix G strength of answers to paragraphs of questionnaire

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

high	agreement	From 3.4 to less than 4.2	Fourth
very high	Firmly agree	From 4.2 to 5	Fifth

Source:(Karnilev: 2002,56)

for a diagnosis direction of sample's answers and how far they are from the hypothetical mean researcher applies test (Value =3One-Sample Test)If it is valuable T calculated score for test is significant and bears a negative sign. This indicates the direction of answer towards disagreement, but if value calculated ones are moral bear a positive sign. This indicates direction of answer towards agreement, on contrary, direction of answer will be towards neutrality. results were as follows:

5-5: Descriptive Analysis Professional Competencies Of Tour Guide

document schedule(7)Figure (3) that a result a test (One-Sample Test) Test Value = 3) }She was morale so reached value Calculated (12.478)She is morale and bear Signal positive With what Confirms away value middle Arithmetic for knowledge professional in a form big on middle hypothesis towards agreement hard Answer reached(75%)With what document an agreement more from three quarters Individuals sample on Importance paragraphs allocated for distance Knowledge professional middle Arithmetic reach(3.750) aberration normative reach(0.80377)With what point Bezel homogeneity answers sample regarding Knowledge professional.
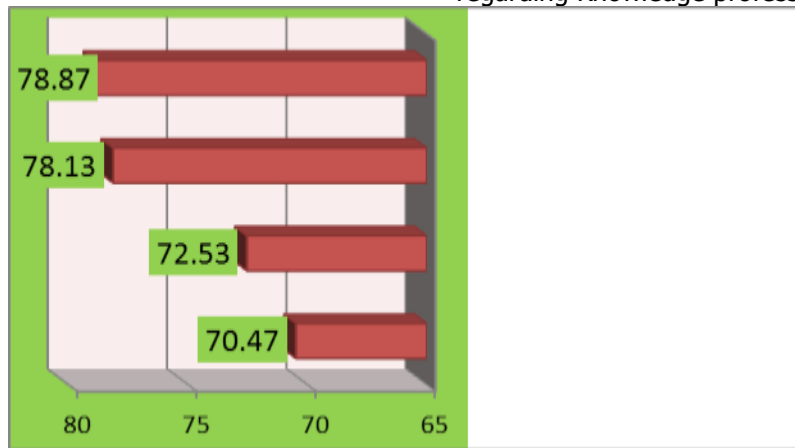

Figure (3) Distribution of items of the independent dimension of professional knowledge according to intensity of the answer %

• **Descriptive Analysis Second Independent (PS)**

Confirms schedule (7)Figure (4) that That test result} { One-Sample Test (Test Value = 3) was significant as calculated T value reached (14,242) significant carry a positive sign, which confirms the distance of value arithmetic mean or professional skills Significantly different from hypothetical mean in

direction of agreement, with an answer that reached (75.10%), documenting agreement of more than three-quarters of the respondents on importance of allocated paragraphs for distance (PS), with an average of (3.755) standard deviation of (0.84345)This indicates homogeneity of the sample's answers regarding professional skills.
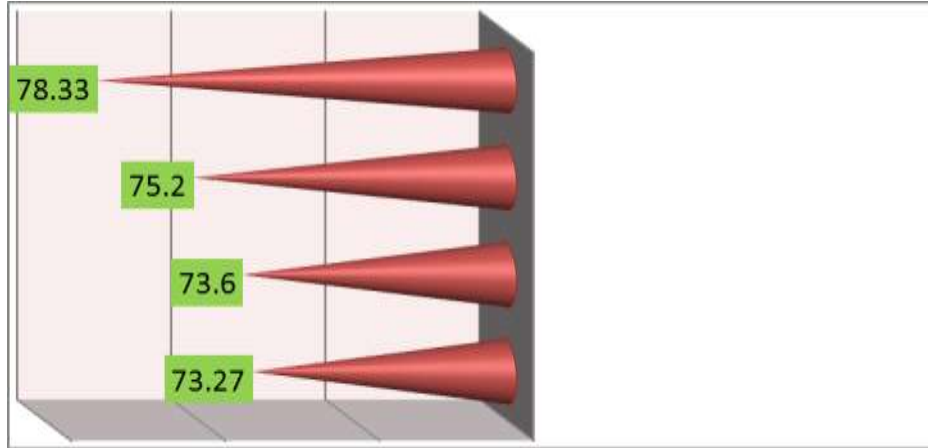
Figure (4) Distribution items of independent dimension (PS)

- **Descriptive Analysis Independent, (PT)**

document Table (7) Figure (5) that a result test She was morale so reached value Calculated(15.187) She is morale and bear Signal positive With what Confirms away value middle Arithmetic for directions professional in a form big on middle hypothesis towards agreement hard Answer reached(77.27%)With what document an agreement more from three quarters Individuals sample on Importance paragraphs allocated for distance direction professional middle Arithmetic reach(3.8633)and aberration normative reach(0.65796)With what point Bezel homogeneity answers sample regarding direction professional.
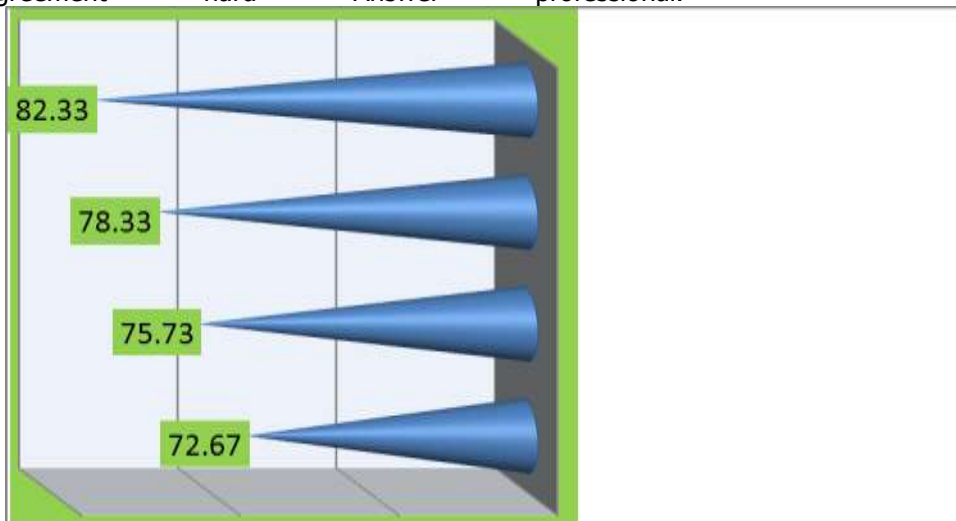
Fig,(5)distribution vertebrae dimension Independent direction (PT)

Table (7) Levels Of Responses To Professional Competencies Of (TG)And Their Dimensions

code	Paragraph text	Weighted arithmetic mean	standard deviation	Relative importance % (severity of answer)	One-Sample Test (Test Value = 3)		
					The calculated value	probability value	interpretation
q01	Tour Guide Is Knowledgeable About The Tourist Spots	3.9433	0.79481	78.87	13,032	0.000	Arithmetic Mean Moves Away From Hypothetical Mean In

							Direction Of Agreement
q02	Tour Guide Fully Understood Explained Everything Well	3.5233	0.79587	70.47	7,223	0.000	Arithmetic Mean Moves Away From The Hypothetical Mean In Direction Of Agreement
q03	The Tour Guide Has Extensive Knowledge Of Tourism	3.6267	0.85746	72.53	8,245	0.000	The Arithmetic Mean Moves Away From The Hypothetical Mean In The Direction Of Agreement
q04	The Tour Guide Has Knowledge Of The Local Culture	3.9067	0.76695	78.13	12.81	0.000	The Arithmetic Mean Moves Away From The Hypothetical Mean In The Direction Of Agreement
x1	Professional Knowledge	3,750	0.80377	75	12,478	0.000	The Arithmetic Mean Moves Away From The Hypothetical Mean In The Direction Of Agreement
Q05	The Tour Guide Has Good Communication Skills	3.9167	0.79064	78.33	12,705	0.000	Arithmetic Mean Moves Away From The Hypothetical Mean In The Direction Of Agreement
Q06	(TG) Tried To Understand Actual Thoughts Of Tourists	3.6633	0.90587	73.27	8,418	0.000	Arithmetic Mean Moves Away From Hypothetical Mean In Direction Of Agreement

Q07	(TG) Catered To Different Needs Of Tourists	3,760	0.64241	75.20	11,952	0.000	The Arithmetic Mean Moves Away From The Hypothetical Mean In Direction Of Agreement
Q08	Language Of The (TG) Is Clear And Good	3,680	1.03489	73.60	7,884	0.000	Arithmetic Mean Moves Away From Hypothetical Mean In Direction Of Agreement
X2	(PS)	3,755	0.84345	75.1	14,242	0.000	Arithmetic Mean Moves Away From The Hypothetical Mean In Direction Of Agreement
Q09	(TG) An Honest Behaviour	4.1167	0.69026	82.33	16,829	0.000	Arithmetic Mean Moves Away From Hypothetical Mean In Direction Of Agreement
Q10	(TG) Properly Dealt With His Feelings	3.6333	0.72572	72.67	9,259	0.000	Arithmetic Mean Moves Away From The Hypothetical Mean In The Direction Of Agreement
Q11	(TG) Is Optimistic	3.7867	0.71249	75.73	11,631	0.000	Arithmetic Mean Moves Away From Hypothetical Mean In Direction Of Agreement
Q12	(TG) A Sense Of Humor	3.9167	0.50336	78.33	16,498	0.000	Arithmetic Mean Moves Away From Hypothetical Mean In Direction Of

							Agreement
X3	Career Trends	3.8633	0.65796	77.27	15,187	0.000	Arithmetic Mean Moves Away From Hypothetical Mean In Direction Of Agreement
X	(TG) Professional Competencies	3,856	0.6246	77.11	14,171	0.000	Arithmetic Mean Moves Away From Hypothetical Mean In Direction Of Agreement

Source: Prepared By Researcher According To Results Of Program SPSS V29

- **Descriptive analysis professional competencies of (TG)**

According to data trend of respondents' response to all items of independent professional competencies of **(TG)** were about agreement Especially the test result One-Sample Test (Test Value = 3) was significant as calculated T value reached (14,171) They are significant carry a positive sign, which confirms value of arithmetic mean of independent variable is far away **(TG)** professional competencies Significantly different from hypothetical mean in direction of agreement, with an answer reached (77.11%) including documenting agreement of more -quarters sample members emphasized importance of paragraphs allocated to the variable of professional competencies of **(TG)**, with an arithmetic mean of (3.8556) standard deviation of (0.6246) (Indicating homogeneity of sample's answers regarding professional competencies of **(TG)**. As table achieves (7) figure (6) that levels matter Dimensions independent variable is professional competencies of **(TG)** distributed among highest level of response Dimension achieved professional directions among all Dimensions Tour guide professional competencies three strongly formed answer (77.27%) to confirm agreement of more than three-quarters of study sample importance of career trends in promoting **(TG)** professional competencies in What confirms table (7) figure (6) that Professional knowledge dimension Record lowest level among all Dimensions independent variable is professional competencies of **(TG)** with an answer of (75%) to confirm that agreement Three-quarters study sample members Professional knowledge is enhanced it .
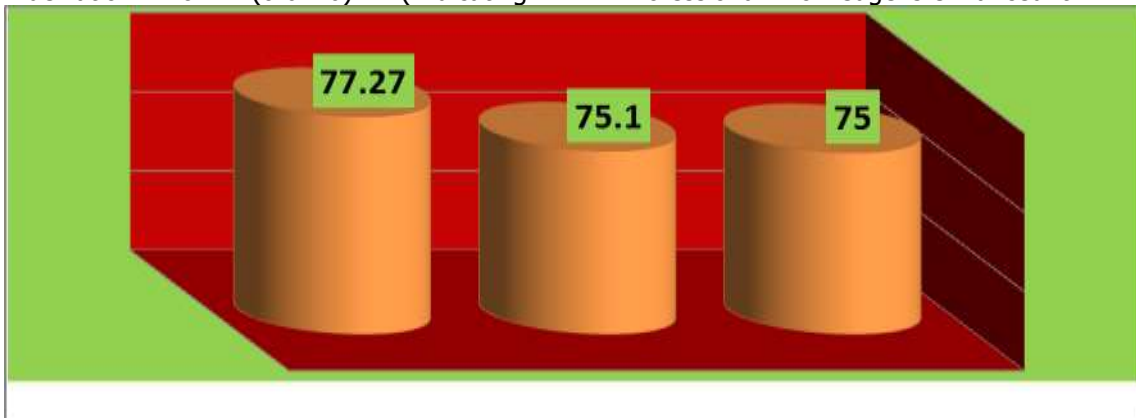

Figure (6) Dimensional distribution (TG)professional competencies

- **Descriptive analysis To be satisfied (TG)service.**

Table (8) Levels of responses paragraphs of satisfaction with (TG)service.

code	Paragraph	Weighted	standard	Relative	One-Sample Test (Test Value = 3)

	text	arithmetic mean	deviation	importance % (severity of answer)	The calculated value	probability value	interpretation
q13	Satisfied with (TG)	3.4167	0.8171	68.33	5,655	0.000	Arithmetic Mean Moves Away Hypothetical Mean In Direction Of Agreement
Q14	feel safe with the (TG)	3.7467	0.6054	74.93	12.15	0.000	Arithmetic Mean Moves Away Hypothetical Mean In Direction Of Agreement
Q15	I was pleased with (TG	4.07	0.7368	81.4	15,499	0.000	Arithmetic Mean Moves Away Hypothetical Mean Direction Agreement
Y	Satisfaction with (TG service	3.7444	0.7198	74.89	13,107	0.000	Arithmetic Mean Away Hypothetical Mean Direction Of Agreement

Source: Prepared By Researcher According To Results Of Programspss V29

Table(8) on according data program(SPSS V29) direction Answer Individuals sample on Total vertebrae a variable Satisfaction with **(TG**) service She was Toward agreement, Especially that a result a test{One-Sample Test (Test Value = 3) }She was morale so reached value Calculated(13,107)She is morale bear Signal positive With what Confirms away value middle Arithmetic To be satisfied with **(TG)** service big on middle hypothesis and towards agreement hard Answer reached(74.89%)With what document an agreement approx. three quarters Individuals sample on Importance paragraphs allocated for a variable Satisfaction with **(TG)**service middle Arithmetic reach(3.7444)and aberration normative reach(0.7198)With what point Bezel homogeneity answers sample regarding Satisfaction with **(TG)**.

• **Research Hypotheses**
H2: Impact Of Professional Competencies Of (TG) With Three Independent Dimensions On Satisfaction With Tour (GS)

Researcher Applies Method Of Statistical Treatment Test (F - TEST) To Know The Acceptance Or Rejection Of hypotheses Impact Of Professional Competencies Of The Tour Guide In Dimensions (Professional Knowledge, Professional Skills, Professional Attitudes) Satisfaction With The Tour Guide Service, As To view Interpretation ratioTour Guide Professional Competencies To Changes inSatisfaction With The Tour Guide Service Researcher Uses A Selection coefficientR2%, Researcher Will testAt This Stage Of The Hypothetical analysis H Coming:

▪ **There is a statistically significant effect professional qualifications of a (TG) emerge from As secondary hypotheses following:**
• There is a statistically significant effect for professional knowledgeSatisfaction with the **(TG)**.
• There is a statistically significant effect for professional skills Satisfaction with the **(TG)**.
• There is a statistically significant effector professional directionsSatisfaction with **(TG)**.

Results Of Statistical Analysis Were To Test Hypotheses Effect Of Professional Competencies Of (TG) With Three Independent Dimensions On The Dependent variable Satisfaction With Tour Guide Service As Follows:

• **impact knowledge in satisfaction with the tour guide service**

Confirmsschedule (9Acceptance of the first sub-hypothesis, which states that there is a statistically significant effectfor professional knowledge in satisfaction with the tour guide service) emanating from the main hypothesis with a confidence rate of (95%), as the value ofcalculated F (1465.67) which is significant, while the value of the coefficient of determination (83.1%) which indicates the percentage of interpretation of professional knowledge of variable expressing satisfaction with the tour guide service.While the value of the simple correlation coefficient between the two variables was recorded (0.912), which confirms existence of a strong direct correlation between knowledge professional And Satisfaction with the tour guide service

• **impactProfessional skills in satisfaction with the tour guide service**

document table (9Acceptance of the second sub-hypothesis which states that there is a statistically significant effectfor professional skillsin satisfaction with the tour guide service) emanating from the main hypothesis with a confidence rate of (95%), as the value ofcalculated F (1851) is moral,The value of the coefficient of determination (86.1%) indicating the percentage of professional skills interpretation of the variable expressing satisfaction with the tour guide service.While the correlation coefficient between the two variables was recorded (0.928), which confirms the existence of a strong direct correlation between professional skills AndSatisfaction with the tour guide service.

schedule (9The results of testing the sub-hypotheses emanating from the main hypothesis

test result	test		The coefficient of determination R2%	The simple correlation coefficient between the two variables	dependent variable	dimensions of independent variable
	probability value	value calculated				
Acceptance of first sub-hypothesis emanating from main hypothesis	0.00	1465.67	83.1%	0.912	Satisfaction with (TG)	Professional knowledge
Acceptance of the second sub-hypothesis emanating from the main hypothesis	0.00	1851	86.1%	0.928	Satisfaction with (TG)	(PS)
Acceptance of third sub-hypothesis emanating from main hypothesis	0.00	1391.93	82.4%	0.908	Satisfaction with (TG)	(CT)

Source: prepared by researcher according to results of programSPSS v29

• **The impact of professional attitudes on satisfaction with (TG)**

personify schedule (9Acceptance of third sub-hypothesis that says (there is a significant, statistically

significant effect of professional trends in satisfaction with the **(TG)**) emanating from the main hypothesis with a confidence rate of (95%), as value of calculated F (1391.93) is moral, The value of coefficient of determination (82.4%) indicating the percentage of interpretation of professional attitudes for variable expressing satisfaction with the tour guide service. While correlation coefficient between two

variables was recorded (0.908), which confirms the existence of a strong direct correlation between trends professional And Satisfaction with **(TG)**.
• **impact Dimensions of professional competencies of (TG) combined in satisfaction with (TG).**

TABLE (10) results The impact of professional competencies of (TG) combined on satisfaction with (TG)

Source: prepared by researcher according to results of program SPSS v29

test result	a test		The coefficient of determination R2 %	dependent variable	dimensions of independent variable
	probability value	value calculated			
There is a noticeable effect of the professional competencies of (TG) based on the effect of (professional knowledge, professional skills and professional attitudes)combined in Satisfaction with (TG) , which documents the acceptance of main hypothesis	0.00	670.65	87%	Satisfaction with the tour guide service	**Professional knowledge** **(PS)**
					Career trends

6: CONCLUSIONS AND RECOMMENDATIONS

6-1: Conclusions:

• There is an effect relationship between two research variables (professional competencies as an independent variable, satisfaction as a dependent variable).
• There is a noticeable effect of efficiency of the tour guide in raising the level of tourism services.
• Management of travel tourism companies is considered Competence is a process of kinetic association of a group of different elements (knowledge, skills, and good behavior) in order for respondent to respond to the requirements of adaptation.
• Companies that cannot raise the level of their services cannot satisfy guests and fulfill their desires and needsM.
• Being in Gali Ali Bey Resort gives the guest a feeling of being socially acceptable, even though the services provided did not meet expectations of the guests.

6-2: Recommendations:

• He worked enhance efficiency of the performance of tour guide through analyzing factors affecting performance of the employees, and then determining necessary standards that achieve objectives of tourism companies order to reach satisfaction of guests in fulfilling their needs and desires.
• Work to activate specifications of individual competence that are characterized by perseverance , the ability to work , adapt to difficult circumstances, in addition to employing workers who possess talents experience in the process of strengthening and establishing public relations with guests.
• Upgrading level of services by encouraging workers to be creative in satisfying guests , fulfilling their needs and desires.
• Develop detailed plans for corporate management objectives for purpose of improving level of services, measuring what has been achieved, and identifying strengths and weaknesses.

• Improving mental image of (Gali Ali) Resort in minds of guests, reviewing prices of services, and determining a pricing mechanism that is commensurate with nature of services provided and the expectations of guests, and gives a sense of luxury.

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