SOCIAL COMMUNICATION SKILLS OF EMPLOYEES AND ITS IMPACT ON THE TOURIST BEHAVIOR: AN EXPLORATORY STUDY OF THE OPINIONS OF A SAMPLE OF VISITORS TO THE BAGHDADI MUSEUM

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1. INTRODUCTION

 The skill of (SC) is con sidered a noble behavior in which a worker in the field of tourism is distinguished because this profession requires skills , behavior trained , mastered for process of communicating with different people, workers ' mastery of skills acquires fruit of knowledge of human thinking , achieves great success in a career, The intended goal in this regard is to communicate only between the sender and receiver, whether face-to-face or electronic, i.e. modern means of communication, Mastering skill of speaking or direct speech to such a degree ensures that tourists understand him when the tourist is asked about something, he must be a calm and good speaker and a trainer of language skills so that tourist gains love of tourist places and ensures his return to them.

2.LITERATURE REVIEW
2-1: CONCEPT OF (SC) SKILLS FOR EMPLOYEES(SFE)

 IT **"communication in language"(**CIL**)** there are dictionaries that do not have capacity to list linguistic meanings of word communication by reference to the material of communication (W, Y and L) One origin denotes joining of

something to something until it attaches [i],That communication in language means cohesion, communication, separation, connection, information and communication there is a similarity in connotation , meaning, Communication in language of all forms of integration and interaction emanating from care, kindness and charity, the formula of interaction in the concept of communication calls for both parties at least so that attraction and communication occur [ii].

Defined(Omeira & concierge, 2014**)** communication as process of exchanging or transferring information, ideas, needs, desires, emotions and opinions between the participants, it is purpose of language and its function [iii] .

SO,(Ali bin Hadiya et al., 1997) (SC) is jewel of human relations through which ideas and experiences are transferred, information and experiences are exchanged, and acquaintance between individuals , groups between selves is carried out with positive interaction through messages between the sender and the receiver [iv].

Then, (Abu Halawa,2001) It skills, which is a basic behavior issued by an individual during social interaction with others in various situations, and consists of greeting an individual , audience or expressing dissatisfaction or a statement by text or message or asking for help , assistance, they have a good effect on performance during the process of verbal and non-verbal communication [v].

The Procedural Definition of Researcher (SC**)** means joint friction between two or more people is carried out verbally , non-verbally or through modern communication networks to transfer feelings , emotions and Exchange News inside and outside the country of residence.

The Researcher's Procedural Definition(SC) (SFE)**)** She's Atkit and taste of individual, It starts from instinct and is acquired by training and stands out to the individual through the first glance of interviewer , his attraction to him by non-verbal communication, and then proves his skill when verbal communication and during his general performance.

2-2: Tourist and Behavior Tourist(BT)

It. In Oxford Dictionary**,** a tourist is as a person who makes a trip or trips for purpose of recreation and education, for special interests or because reception area is his favorite .

Tourists are defined by United Nations in general,1963**:** as temporary visitors who stay at least twenty-four hours for purpose of spending free time on recreation, visiting family or tasks and interviews.

As for definition of an internal tourist, it is any person residing in a country, regardless of his nationality, who leaves his usual place of residence for at least (24) an hour or a night , no more than (360) a day and so that he covers a distance of at least (25) miles , up to a hundred miles, and his transfer is not to practice an activity for financial remuneration but to spend free time in entertainment, vacation, treatment, study, religious, cultural, sports, conferences or family reasons [vi].

So , (BT) **:** is that behavior that results from tourist as a result of being exposed to an internal or external stimulus in search, purchase , use of tourist goods that he expects will satisfy his needs , satisfy his desires according to available purchasing possibilities (effort, money, time) , **therefore** behavior of tourist may vary according to its characteristics and types**[vii]** .

3. Types of communication

3-1:Verbal Communication: means immediate exchange of information , ideas, which is based on words and words as a means of transferring the message from the sender to future, which are two types of oral communication, i.e. direct face-to-face communication, is done by talking and talking between sender and the receiver, and written communication by writing.

3-2: Non-Verbal Communication: means exchange of information between two or more people using speech, behavior, signs , gestures, the sender may use this type of communication along with verbal communication, whether oral or written, and from Communication patterns is hands, where the sender uses movement of the hand to express a certain situation or a certain emotional state, and the movement of the body, such as movement of the head or the beating of foot, all these movements have constant connotations and a great impact on receiver and face, which is considered the most, , One of communication experts states that the face is able to reflect (250,000) a different expression, and in general face reflects six types of emotions: happiness, anger, surprise, sadness, disgust, fear. Emotions [viii].

4. Social Media Functions

▪   **Language Function :** it is one of functions of (SC) and has two levels:

(The first level): it is called language of things by which speaker speaks about the world of things.

(The second level): it is defined by the language that the speaker employs to talk about what he is talking about and is directed to the listener.

▪ **Cognitive function:-** it is one of functions of social communication, the speaker communicates information to the listener accurately, truthfully and error-free mastery.

▪ **Behavioral function:-** it is one of functions of social communication, communication is focused on the self and the self, i.e. expressing emotions, feelings and emotions in the conversation or direction of a certain situation.

▪ **Poetic function:-** it is one of the functions of social communication, directly related to the message or text, this function gives an aesthetic to the conversation , and greatly affects the listener because it occupies ear, eye, tongue and mind in its formulation, this function shows the speaker's ability to convince.

▪ **Social function:-** it is one of functions of (SC) that this function is characterized by communication from a social point of view, such as cultural or educational communication, it is a function of social groups and a function of the maturation of the individual's personality.

▪ **Introductory function:-** it is one of the functions of social communication, the speaker's function is at the beginning of the speech to welcome the listeners, this
function has a great impact on the formation of social relations [ix].

4-1: The Dimensions of Social Communication Skills
❖ **verbal communication skills**
• **Social expression:** verbal fluency means proper speech, the ability to start conversations and speak spontaneously on a topic, the ability to draw the attention of others when speaking in situations and social life.
• **Social sensitivity:** refers to the ability to listen and receive verbal conversation in an awareness beyond the forms of social interaction.
❖ **Non-verbal communication skills**
• **Emotional tuning:** means ability to hide and adjust the true features of emotions.
• **Emotional expression:** means showing emotions or sending emotional messages through facial and body expressions.
• **Emotional sensitivity**: means skill of receiving other people's emotions and reading and interpreting their non-verbal emotional messages [x].
❖ **Electronic communication skills:** online communication means opening up to the world electronically, via International Information Network (Internet), activating the means of displaying information, transmitting ideas and news, using available pages, Windows, websites , applications, which can be available media between people interested in the same field [xi].
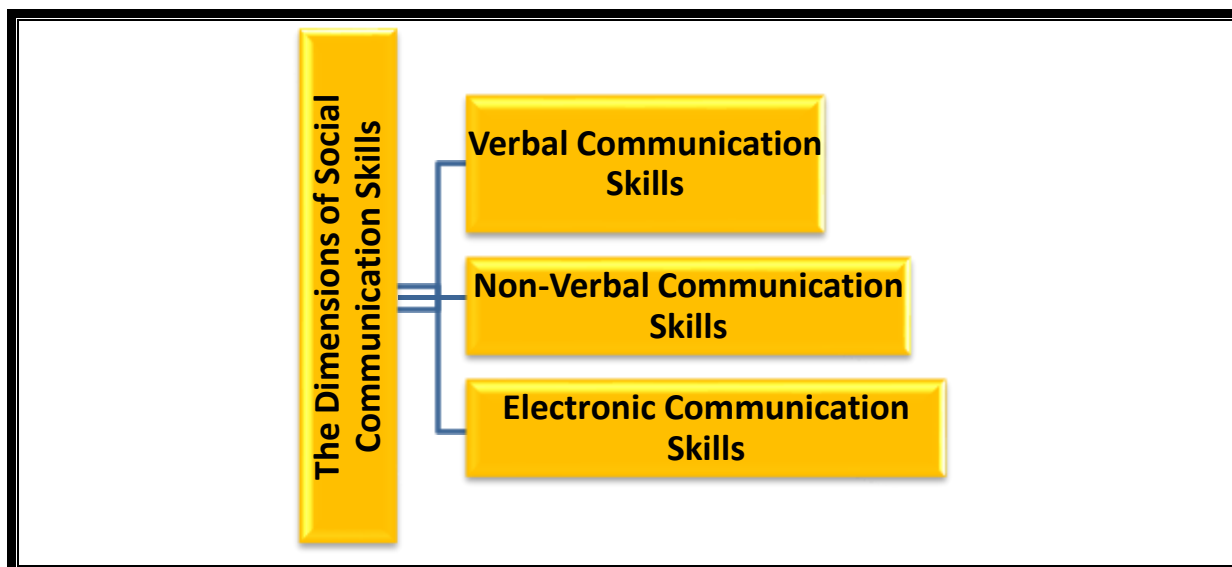
Fig, (1) dimensions of (SC) for employees source /Prepared by researcher.

4-2: Tourist Communication Activities for Employees
4-2-1:Tourist Media: in sense of using various mass media, for example (Radio, Television, written press, cinema, etc.) Or modern means of communication (social networks, electronic communication sites, online advertising sites, electronic magazines and newspapers, blogs and portals in order to promote tourism products and services and a certain tourist destination to ensure popularity of tourists to them.
4-2-2:Tourism Public Relations: means (social philosophy) strategic management of employees of enterprises. Organizations affiliated with tourism sector, with aim of maintaining the working environment within the institution, building a good reputation and a good mental image of tourist institution among the external audiences .
4-2-3:Tourism advertising:- that is, employees in tourism communication should work on advertising of various types, means and methods, They are the preferred mechanics of business communication where they create competitiveness. Competing tourist institutions include travel and tourism agencies, hotels, tourist resorts, etc., as well as what complements tourist institutions, including restaurants, transport companies, communication agencies, various airports and others [xii].

5.MOthedas Analyses Date
   Research Hypotheses Were Put Forward In Form Of Questions. And In Order To Validate The Schema Relationships The hypothesis of research, the sample was selected from the visitors of the Baghdadi Museum in Baghdad as part of research community to confirm the validity of assumptions or not, and identified the tools and methods used and analyzed data on the reality of the social communication skills of employees of the Baghdadi Museum, As explained below :
5-1: The location of research:
   The Baghdadi Museum in the city of Baghdad was chosen to conduct appropriate research with collection of approved paragraphs.
5-2: :Community and Research Sample: represents the research community (visitors to the Baghdadi Museum), and the sample was randomly selected from its visitors, where (200)forms were distributed to its visitors within a period of (three days) and (194) forms were restored for the purposes of the final statistical analysis, and (6) forms were neglected for not being completed by some .
5-3: The Tools Used: following tools have been adopted for analysis purposes:
data collection tools included:
5-3-1:Theoretical Sources:
   Adopted Arabic , Foreign Sources (Books, Periodicals, Magazines, Research, University Theses) Available In Public , University Libraries, As Well As , Recent Articles And Books Provided By , Internet Related To The Research Topic.
5-3-2: a set of interrelated questions was identified in a way that achieves the goal pursued by the research within , framework of , selected problem, for the purpose of obtaining data, information and digital results in order to measure the research variables . A set of metrics was used , adopted after they were arranged and configured according to , requirements and research trends. Where the pentagram was adopted for this, and as in the appendix.
5-3-3:Description of questionnaire: I returned main source to measure and analyze questions and hypotheses , test them in order to detail the nature of the work of social communication skills , extent of their content , potential to achieve behavioral aspect of visitors to Baghdadi museum according to variables of research in theoretical aspect.
5-4:The questionnaire was divided into:
5-4-1:The first section: included the identifying information, the details of which were indicated to describe the individuals of the research sample . Which shows the characteristics of the sample represented by (6) variables (social component, age, marital status, academic achievement, occupation, place of residence)to obtain information and estimates of the levels of museum visitors who were selected as curators, as well as the question of what is the reason for visiting the museum?.
5-4-2:The second section: contains two sub-variables that express the independent variable (social communication skills of employees), namely the first sub-variable (verbal communication skills) included (7) paragraphs the second sub-variable (non-verbal communication skills) included (6) paragraphs, for a total of (13) paragraphs.
5-4-3: Third Section : the dependent variable(tourist behavor) included (6) paragraphs.
 to make total of all paragraphs of questionnaire (19) paragraphs.

Table (1) Search Variables Their Sub-Dimensions

Search variables		Number of paragraph
X1	Verbal communication skills	7
X2	Non-verbal communication skills	6
X	Social communication skills of employees	13
Y	Tourist behavior	6
All paragraphs of the questionnaire		19

Source: preparation of researchers in light of research variables.

5-5:-Methods of data description and analysis :
 (Barakat:2013:112 [xiii])
   various statistical methods methods are used to obtain results during research, through which the hypotheses are tested for the purpose of understanding the problems and answering the questions posed in research via the SPSS application version 23, including following statistical methods:
(Frequency distribution, graphs, percentages, weighted arithmetic mean, relative importance standard deviation, simple correlation coefficient, simple linear regression coefficient, sequential multiple regression, determination coefficient R^2, test (F-test).

5-6: Test Of Honesty And Constancy :
5-6-1:The apparent honesty test of questionnaire: it means the ability of questionnaire to express the goal for which it was designed, or questionnaire measures what was designed to measure , reflects content measured according to its relative weights, question or phrase in questionnaire measures what research is supposed to measure . There are several methods facilitated by the honesty of the arbitrators specialized in field of phenomenon in question, as it was presented to (9) arbitrators , some paragraphs were corrected, amended , deleted after taking their opinion on their relationship to dimension we measure or not . Table (2) verification of apparent honesty in resolution as follows:
percentage of arbitrated professors ' agreement on the truthfulness of paragraphs of (SC) skills of employees amounted to (76.92%), which is a good percentage indicating agreement of the arbitrated professors on (10) paragraphs out of (13) paragraphs devoted to independent variable with its independent dimensions (verbal communication skills, non-verbal communication skills). percentage of arbitrated professors ' agreement on the veracity of paragraphs of the tourist's behavior amounted to (66.67%), which is an acceptable percentage indicating agreement of arbitrated professors on (4) paragraphs out of (6) paragraphs devoted to behavior of the tourist . percentage of agreement of the arbitrated professors on veracity of all paragraphs of the questionnaire was recorded (73.68%), which is a good percentage that achieves the agreement of arbitrated professors on (14) paragraphs out of (19) paragraphs .
Amendments to the paragraphs were made based on the observations of the arbitrators .

Table (2) Data Of Virtual Honesty Test Of Resolution Measuring Instrument

Search variables	Number of paragraphs	Agreed paragraphs	The percentage of the arbitrators ' agreement on the veracity of the paragraphs	The level of honesty	Analysis

X1	**Verbal communication skills**	7	5	%71.43	**Good**	**The presence of apparent honesty in the dimensions of the social communication skills of employees**
X2	**Non-verbal communication skills**	6	5	%83.33	**Very good**	
X	**Social communication skills of employees**	13	10	%76.92	**Good**	
Y	**Tourist behavior**	6	4	%66.67	**Average**	**The presence of apparent honesty in the paragraphs of the tourist's behavior**
All paragraphs of the questionnaire		19	14	%73.68	**Good**	**The presence of good apparent honesty in the entire paragraphs of the questionnaire**

Source: Preparation Of Researchers According To Opinions Of Arbitrators

- **Testing the authenticity of content by peripheral comparison** of (SC) skills and behavior of the tourist to Baghdadi Museum.

 . The method of content authenticity by terminal comparison was followed to demonstrate extent of the sincerity of questionnaire paragraphs in representing research topic (social communication skills of employees , its impact on (BT) is best representation, especially that method of content authenticity by terminal comparison is based on (T-TEST) related to the comparison of two averages, after arranging the data either, condition of truthfulness in the questionnaire data will be achieved when the calculated value of T is significant, method of content truthfulness by peripheral comparison is used to confirm that seven paragraphs of first independent dimension represent verbal communication skills are best represented, and six paragraphs within the second independent dimension in (SC)(SOW) represent non-verbal communication skills are best represented, application of method of content truthfulness by peripheral comparison to paragraphs of tourist behavior documents that the six paragraphs within dependent variable represent tourist behavior is best represented. The results of applying honesty of content by peripheral comparison to the research data and through the data of statistical analysis, as shown in the table (3) in general, results are moral and confirm the fulfillment of the condition of honesty in paragraphs of questionnaire and its independent dimensions and variables (social communication skills of workers) , (behavior of the tourist), therefore, the researchers, through the previous statistical analysis and data of applying the method of virtual honesty and the method of honesty of the content by peripheral comparison, concluded that questionnaire represents the subject of tagged research (SC), (SOW) their impact on (BT)) the best representation.

Table (3) Results Of Content Authenticity Test By Terminal Comparison

	Search variables	**TEST-T**	**Probabilistic value**	**Analysis**
X1	**Verbal communication skills**	14.02	0.000	**Verify the requirement of the authenticity of the content in the dimensions of the social communication skills of employees**
X2	**Non-verbal communication skills**	8.22	0.000	
X	**Social communication skills of employees**	4.75	0.000	
Y	**Tourist behavior**	3.55	0.003	**Check the requirement of truthfulness of the content in the paragraphs of the tourist's behavior**

All paragraphs of the questionnaire	6.365	0.002	Check the condition for the truthfulness of the content in the entire paragraphs of the questionnaire

Source: preparing researchers according to the test results based on the SPSS V23 program.

We find that through content honesty test table, requirement of content honesty has been achieved in dimensions of the (SC) skills of employees (BT), and this is evidence of honesty of the questionnaire paragraphs with a good percentage.

- **Stability of Resolution:** it is that tools , scales achieve positive results , give same results if it is re-applied several times in a row and if the researchers repeat measurement you get same results , for purpose of confirming stability of those estimates, individuals of research sample are retested at different times to give same results, stability has been calculated as follows:

- **Alpha – Corn bach coefficient Alpha-Corn bach:**

This Coefficient Is Used When We Want To Measure The Stability Of The Estimates Obtained From Tests Or Questionnaires (Or Their Axes)That Measure A Topic That Assumes Homogeneity Of Its Vocabulary, As Well As The Alpha Coefficient Can Give You Correlation Coefficient Of Each Paragraph With The Sum Of Other Paragraphs, And These Coefficients Are Useful At The Stage Of, To Extract Constancy According To This Method, An Experimental Sample Of Search Forms Was Used And Then Equation (Alpha_ Corm Bach) Was Applied . The Value Of The Stability Coefficient Must Be Greater Than 0.60 To Accept The Stability Of Questionnaire And Pass It On The Entire Sample , So If The Stability Coefficient Is (0.60) Or More, This Means That This Is Suitable For Research And Studies In Which Questionnaire Is An Approved Tool. Both Methods Were Applied To An Experimental Sample (30) Forms From The Total Research Forms, And The Results Are In Table (4) As Follows :

Table (4) Stability Test Results

	Search variables	The value of the Alpha Corn bach,s coefficient	Explanation
X1	Verbal communication skills	0.644	(Pass the test)the presence of constancy in the paragraphs of the dimensions of the social communication skills of employees
X2	Non-verbal communication skills	0.632	
X	Social communication skills of employees	0.770	
Y	Tourist behavior	0.669	(Pass the test)the presence of significant constancy in the paragraphs of the behavior of the tourist
All paragraphs of the questionnaire		0.830	(Pass the test)the presence of significant constancy in the entire paragraphs of the resolution

Source: preparation of researchers according to the results of the SPSS V23 program.

By measuring the attached table to measure corn bach coefficient (alpha), it can be seen that there is a great constancy in removal of paragraphs (SC) skills of workers) and (tourist behavior), therefore means that there is a great constancy in entire paragraphs of the resolution .

- **Descriptive Analysis Of Identifying Information Of Research Sample:**

It is clear to us stability of research tool (questionnaire) , to a high degree, which makes us apply it to entire sample, therefore, descriptive analysis of sample members was confirmed by Table (5) and was as follows :

❖ **The social component**: Is that number of males among members of message sample was most by (132), while number of females among total sample members was (62), indicating that number of males participating in tourist trips by (68%).

❖ **Age group:** The Age group (from 21 to 40 years)accounted for the highest number among the respondents, with a number of (137) They made up a percentage (70.6%), while the number of those aged within the category (61 years and older) represented lowest number among respondents (5) and made up (2.6%).

❖ **Marital status: Status** (Married) accounted for the highest number among the sample members, as their number reached (110), where they formed a percentage (56.7%), while the status (divorced and widowed) represented the lowest number among the sample members, in fact (2) and formed a percentage,(%1).

❖ **Academic achievement**: number of Bachelor's degree holders in the studied sample was the highest, as their number reached (86) and by (44.3%), which confirms that respondents have academic experiences not a few to answer the paragraphs of the questionnaire scientifically, the number of those with higher doctoral degrees actually reached (3) and by (1.5%), which is a very small percentage.

❖ **Occupation: The Highest Percentage** (38.1%) was profession (employee), followed by profession (student) by (30.4%), the lowest percentage was (0.5%) for (other).

❖ **Place of Residence** :the highest percentage (60.3%) was from inside Baghdad, followed by housing (outside Baghdad) by (34.5%), while the lowest percentage was (5.2%) from (outside Iraq).

❖ **The Reasons for Visiting**: the highest percentage (48.5%) were reasons with(recreational motivation), followed by reasons with (cultural motivation) by (37.6%), the lowest percentage was (1.5%) reasons with (tourist motivation).

Table (5) description of members of research sample

Identifying information	Target groups	Lssue	The ratio %
The social component	Male	132	68.0%
	Female	62	32.0%
Total		194	100%
Age Group	Less than 20 a year	23	11.9%
	21 - 40 year	137	70.6%
	41 - 60 year	29	14.9%
	61 years and more	5	2,6%
Total		194	100%
Social status	Single	80	41.2%
	Married	110	56.7%
	Divorced	2	1%
	Widower	2	1%
Total		194	100%
Academic achievement	Reed and Writes	6	3.1%
	Average	29	14.9%
	preparation	32	16.5%
	Bachelor's degree	86	44.3%
	Higher diploma	28	14.4%
	'Masters	10	5.2%
	Ph.D.in	3	1.5%
Total		194	100%
Career	Student	59	30.4%
	Staff	74	38.1%
	Military	5	2.6%
	Free Works	42	21.6%
	Housewife	13	6.7%

	Other	1	0.5%
Total		194	100%
Place of residence	**Inside Baghdad**	117	60.3%
	Outside Baghdad	67	34.5%
	Outside of Iraq	10	5.2%
Total		194	100%
Reasons for the visit	**Cultural motivation**	73	37.6%
	Tourist motive	3	1.5%
	Recreational motivation	94	48.5%
	Scientific motivation	24	12.4%
Total		194	100%

Source: preparation of researchers based on results of SPSS V23.

Through above table, we note that most categories of sample are employees, and therefore the motive of the visit was the recreational and cultural motive, and the most visitors to museum within research sample were from inside Baghdad, so they were most of them had already visited the museum for easy access to it within the province.

❖ **Importance Of Research Variables (SC) Skills Of Employees) And (TB)**

This paragraph refers to statement of the answer of sample members, numbering (194) individuals on the contents of the questionnaire questions related to the independent variable (SC) skills of employees), which includes (SC), non-verbal communication skills), dependent variable (tourist behavior), where tables were adopted that show the trends of sample answers for each paragraph , for each axis of research, using the arithmetic circles, standard deviation , relative importance of them according to matrix of the strength of answer shown in Table (6).

Table (6) estimated balance according to five-point Likert scale

Response	Weighted average by weights	The level
I strongly disagree	**From1 to 1.79**	**Low**
I disagree	**From 1.80 to 2.59**	
Neutral	**From 2.60 to 3.39**	**Average**
Agree	**From 3.40 to 4.19**	**Elevated**
Strongly agree	**From 4.2 to 5**	

Source: (Bara kat P13:2013)

▪ **Social communication skills for employees:**

Research questionnaire in focus on measuring the social communication skills of employees included (13) questions distributed over (two dimensions), to find availability of components of (SC) skills for employees at Baghdadi Museum, results of sample answers to the axes ((SC) skills for employees) as follows :

A.verbal communication skills: value of relative importance reached (70.47%), which is a good percentage confirming the agreement of research sample on most of the paragraphs of this axis, where arithmetic mean of this axis was recorded (3.52), which falls within the period (3.40 to 4.19), which means that sample answers are heading towards agreement . And a standard deviation (1.19), which indicates degree of homogeneity of the answers regarding (verbal communication skills) as in Table (7).

Table(7) description of sample data verbal communication skills paragraphs

Dimensions		Paragraphs									Arithmetic mean	Standard deviation	Relative importance %
		1		2		3		4		5			
		Sample answers and percentages											
		f	%	f	%	f	%	f	%	f	%			
X1 Verbal communication skills	Q1	20	10.3	26	13.4	46	23.7	68	35.1	34	17.5	3.36	1.215	67.22
	Q2	5	2.6	4	2.1	10	5.2	95	49.0	80	41.2	4.24	0.851	84.88
	Q3	22	11.3	30	15.5	42	21.6	50	25.8	50	25.8	3.39	1.324	67.86
	Q4	15	7.7	23	11.9	43	22.2	81	41.8	32	16.5	3.47	1.134	69.56
	Q5	10	5.2	21	10.8	42	21.6	69	35.6	52	26.8	3.68	1.134	73.6

Source: preparation of researchers based on results of the SPSS V23 program

	Q6	24	12.4	42	21.6	36	18.6	53	27.3	39	20.1	3.21	1.324	64.22
	Q7	19	9.8	43	22.2	41	21.1	43	22.2	48	24.7	3.30	1.321	65.96
The Total												3.52	1.19	70.47

levels of importance of paragraphs after (verbal communication skills) were distributed between the highest level of the answer achieved by paragraph(q2) with an arithmetic mean of (4.24) a standard deviation of (0.851), and the relative importance of (84.88%) to confirm agreement of most of members of the research sample on this paragraph, most likely (ease of handling the ticket cutting process upon entering the museum), while paragraph (26) achieved lowest level of answer between paragraphs (verbal communication skills 3.21) standard deviation was recorded (1.324), relative importance was formed (64.22), to confirm agreement of some members of the research sample on (employees have a clear and audible voice when speaking or while talking).
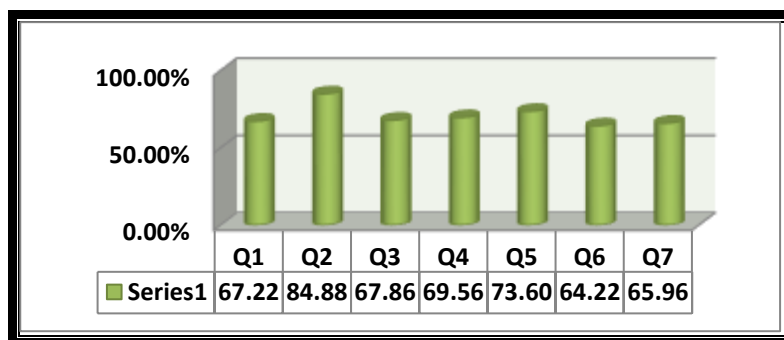

Fig. (2) Relative Importance Of Sample Answers agreeing on paragraphs after verbal communication skills

B-non-verbal communication skills: value of relative importance reached (73.15%), which is a good percentage confirming the agreement of the research sample on most of paragraphs of this axis, where arithmetic mean of this axis was recorded (3.66), which falls within the period (3.40 to 4.19), which means that the sample answers are heading towards Agreement, and a standard deviation (1.02), which indicates the degree of homogeneity of answers regarding non-verbal communication skills (as in Table (8) and format .

Table (8) description of sample answers for paragraphs of non-verbal communication skills

Dimensions		Paragraphs									Arithmetic mean	Standard deviation	Relative importance
		1		2		3		4		5			
		Sample answers and percentages											
		f	%	f	%	f	%	f	%	f	%			
X2 Non-verbal communication skills	Q8	28	14.4	30	15.5	44	22.7	65	33.5	27	13.9	3.17	1.266	63.4
	Q9	9	4.6	30	15.5	55	28.4	72	37.1	28	14.4	3.41	1.060	68.24
	Q10	6	3.1	41	21.1	60	30.9	56	28.9	31	16.0	3.34	1.075	66.72
	Q11	3	1.5	16	8.2	40	20.6	77	39.7	58	29.9	3.88	0.982	77.6
	Q12	4	2.1	10	5.2	36	18.6	86	44.3	58	29.9	3.95	0.937	79
	Q13	1	0.5	7	3.6	24	12.4	83	42.8	79	40.7	4.20	0.829	83.92
The Total											3.66	1.02	73.15

Source: Preparation Of Researchers Based On Results Of SPSS V23 Program

The levels of importance of paragraphs after (non-verbal communication skills were distributed among highest level of answer achieved by paragraph (Q13) with an arithmetic mean of (4.20) with a standard deviation of (0.829) and relative importance accounted for (83.92 %) to confirm the agreement of most of the research sample on this paragraph, most likely (interest of workers in a sitting position with others) while paragraph(Q8) achieved lowest level of answer among (Non-verbal communication skills), as the value of arithmetic mean reached (3.17), the standard deviation was recorded (1.266) and the relative importance was (63.4%), confirming the agreement of some members of research sample that (employees ' clothes are suitable for working in the museum).

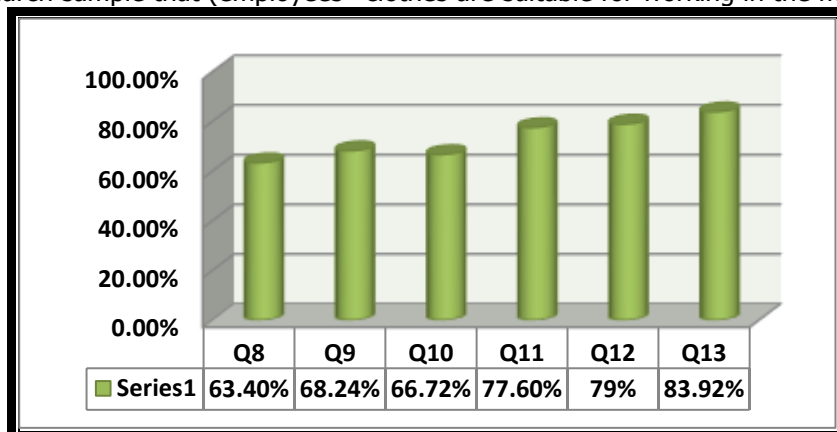|	Q8	Q9	Q10	Q11	Q12	Q13
■ Series1	63.40%	68.24%	66.72%	77.60%	79%	83.92%

Fig. (3) the relative importance of sample's answers agreeing on paragraphs after non-verbal communication skills

Accordingly, it is clear from Table (9) value of the weighted arithmetic mean of the variable social communication skills of employees amounted to (3.59), which falls within period (3.40 to 4.19), which means that the sample answers are headed towards agreement with a standard deviation (1.11), which indicates the degree of homogeneity in answers of research sample regarding this variable, while the relative importance was recorded (71.81%), which is a good percentage confirming agreement of research sample on most paragraphs of the social communication skills of employees.

Table (9) level of importance of independent variable social communication skills for employees

The symbol	Variants	Weighted arithmetic mean	Standard deviation	Relative importance%	The level of response of the respondents	Rankings
X1	Verbal communication skills	3.52	1.19	70.47	Elevated	The second
X2	Non-verbal communication skills	3.66	1.02	73.15	Elevated	The first
X	Social communication skills of employees	3.59	1.11	71.81	Elevated	The independent

Source: preparation of researchers based on results of SPSS V23 program

To compare axes (social communication skills of employees) in terms of relative importance, it is noted that axis (non-verbal communication skills) received the highest level of relative importance by (73.15%), and (verbal communication skills) recorded the lowest level by (70.47%), as shown in the figure (4).
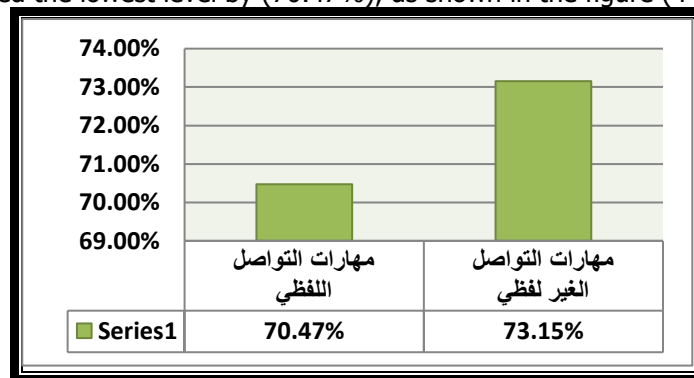

	مهارات التواصل اللفظي	مهارات التواصل الغير لفظي
Series1	**70.47%**	**73.15%**

Fig. (4) shows relative importance of social communication skills of employees

measurement of level of importance, arithmetic mean and standard deviation of the independent variable (social communication skills of employees) showed that the largest share of the answers to research sample was for(non-verbal communication skills), this indicates the importance of (ability to hide and adjust true features of emotions, send emotional messages through facial expressions and body features, with skill of receiving other actors and reading and interpreting their non-verbal emotional messages), Then (verbal communication skills), which is represented by (verbal fluency, i.e. proper speech, ability to start conversations , speak spontaneously on a topic, ability to draw the attention of others when speaking in situations and social life, while listening and receiving verbal talk in awareness of the forms of social interaction).

❖ TB : Research questionnaire in focus on measuring (TB) included (6) questions, to find availability of It (research sample), results of sample answers were as follows :

Value of relative importance reached (74.02%), which is a high percentage confirming agreement of research sample on most of paragraphs of this axis, where arithmetic mean of this axis was recorded (3.70), which falls within the period from (3.40 to 4.19), which means that sample answers are heading towards Agreement , a standard deviation (1.11),   which   indicates   degree   of

homogeneity of answers regarding (TB)) as in Table (10).

Table (10) description of sample answers to paragraphs of tourist behavior

		Paragraphs									Arithmetic mean	Standard deviation	Relative importance %
		1		2		3	4		5				
		Sample answers and percentages											
		f	%	f	%	f	%	F	%	f	%			
Y Tourist behavior	Q14	8	4.1	23	11.9	82	42.3	46	23.7	35	18.0	3.40	1.044	67.92
	Q15	13	6.7	27	13.9	53	27.3	54	27.8	47	24.2	3.49	1.193	69.72
	Q16	46	23.7	36	18.6	36	18.6	20	10.3	56	28.9	3.02	1.550	60.48
	Q17	4	2.1	5	2.6	28	14.4	50	25.8	107	55.2	4.29	0.950	85.94
	Q18	3	1.5	7	3.6	36	18.6	48	24.7	100	51.5	4.21	0.972	84.16
	Q19	3	1.5	9	4.6	68	35.1	59	30.4	55	28.4	3.79	0.960	75.92
Total												3.70	1.11	74.02

Source: preparation of researchers based on results of SPSS V23 program

levels of importance of paragraphs (TB)) were distributed between highest level of the answer achieved by paragraph (Q17) with an arithmetic mean value of (4.29) standard deviation of (0.950), relative importance constituted (85.94%) to confirm agreement of most of the members of research sample on this paragraph ،Most likely (visitors prefer to open the museum every day of week , all year round), while paragraph (216) achieved lowest level of answer among paragraphs (TB) value of the arithmetic mean reached (3.02), standard deviation was recorded (1.550), relative importance was (60.48%), confirming agreement of some members of the research sample on (their preference to open museum on public holidays and holidays only).
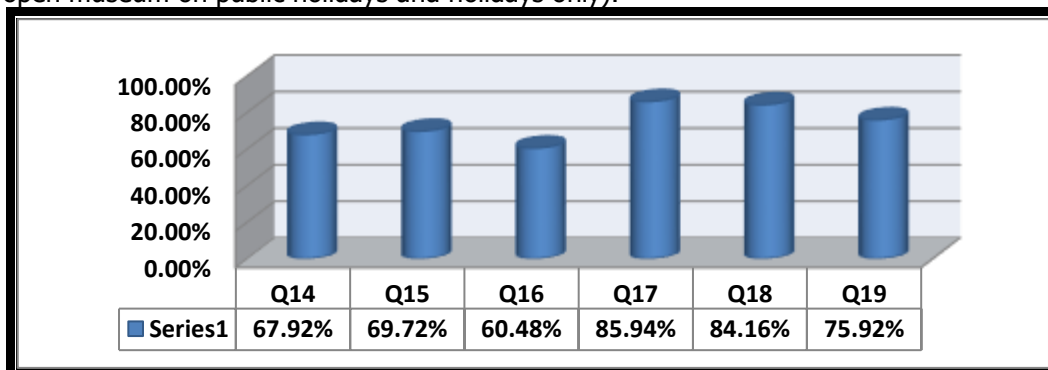

Fig. (5) the relative importance of sample answers about agreement on the paragraphs of (TB)

6: Testing Research Hypotheses :

simple correlation coefficient (Pearson Pear son) was used for purpose of finding out relationship between the research variables , using the test (F-test) to find out the significance of influence of independent variable in dependent variable as well as determination coefficient R^2 was used to find out ratio of influence , contribution of independent variable .To test hypotheses of correlation relationship between the social communication skills of workers and its dimensions with (tourist behavior), correlation coefficient between variables was tested to explain strength and direction of correlation between variables of hypothesis, if value of the correlation coefficient is limited between (0.50) and (1) correct, this indicates the strength of the correlation relationship, , And the appearance of sign (**) or (*) in the results of the SPSS v23 statistical analysis program to confirm significance of the correlation relationship between two variables at level of significance (0.01) and (0.05), respectively, and F-Test was applied knowledge of significance effect of the independent variable (social communication skills of workers) in dependent variable (tourist behavior) , Then if the probabilistic value is Sig. If calculated value of (F) is greater than its

probabilistic Tabular value indicates presence of a statistically significant effect , vice versa, as well as then extract value of determination coefficient (R^2) showing the ratio of interpretation of social communication skills of workers , its achievement of a variable (TB).. In paper, following hypotheses will be tested:

H1: Main Hypothesis:

(There is a statistically significant significant correlation between the social communication skills of workers and (TB) Two secondary hypotheses emerge from it, as follows:

- A statistically significant significant correlation exists between verbal communication skills and (TB)
- There is a statistically significant significant correlation between the non-verbal communication skills of workers and (TB).

H2: Main Hypothesis:

(There is a qualitative moral effect of social communication skills of the workers on the (TB) Secondary hypotheses emerge from them, as follows:

- There is a statistically significant moral influence of verbal communication skills in the (TB)..
- There is a statistically significant moral influence of non-verbal communication skills in behavior of a tourist.

The results of testing hypotheses of correlation and influence between the social communication skills of independent remote workers (verbal communication skills and non-verbal communication skills) the dependent variable ((TB).), according to table (11), were as follows.

Acceptance of first secondary hypothesis arising from first main hypothesis that (there is a statistically significant correlation between verbal communication skills and (TB)) with a confidence rate (95%), if a coefficient value was recorded Correlation (0.154), which is significant because it establishes the moral correlation between them.

The calculated value of F was (4.676), which is significant, i.e., the presence of a statistically significant effect of a variable (verbal communication skills with tourist behavior), this means accepting the first secondary hypothesis emanating from the second main hypothesis (there is an effect between the two variables), on which the value of coefficient of determination was recorded (0.024%), which indicates the ratio of influence and contribution(verbal communication skills with (TB).)

Acceptance of second secondary hypothesis emanating from first main hypothesis that there is a statistically significant correlation between non-verbal communication skills tourist behavior with a confidence rate (95%), as value of correlation coefficient was recorded (0.231), calculated value of F (10.798) is significant, i.e. the presence of a statistically significant effect of variable (non-verbal communication skills) on (tourist behavior), , This means accepting the second secondary hypothesis emanating from second main hypothesis (there is an effect between two variables), on which value of coefficient of determination was recorded (0.053%), which indicates the percentage of influence and contribution (non-verbal communication skills(tourist behavior).

Acceptance of first main hypothesis "that (there is a statistically significant correlation between social communication skills , tourist behavior) with a confidence rate (95%), as the value of the correlation coefficient was recorded (0.32), which is significant to consolidate that moral correlation between them, The calculated value of F was (9.064), which is significant. That is, there is a statistically significant effect of a variable (social communication skills of workers) on the (behavior of a tourist), and this means accepting the second main hypothesis (there is an effect between the two variables),On it, value of determination coefficient (0.10%) was recorded, which indicates the percentage of influence and contribution (social communication skills of employees) to the behavior of the tourist.

Table (11) results of testing correlation and influence hypotheses of the social communication skills of workers in tourist behavior

Variants	Pearson correlation coefficient r	Coefficient of determination R²	Fixed limit a	Regression coefficient ß	F- test		Explanation
The independent	Approved				Calculated	Schedule references	Probabilistic value sig.
Verbal communication skills	Tourist behavior	0.154	0.024	3.225 / 0.135	4.676	3.94	0.032	correlation SO acceptance of the first secondary hypothesis, therefore there is an effectt
Non-verbal communication skills	Tourist behavior	*0.231	0.053	2.887 / 0.223	10.798	3.94	0.000	existence of a moral connection ,thus acceptance of second secondary hypothesis, therefore there is an effectt
Social communication skills of employees	Tourist behavior	*0.32	0.10	2.921 / 0.217	9.064	3.94	0.000	existence of a moral connection and thus acceptance of the first main hypothesis, and therefore there is an effect

Source: preparation of researchers based on results of the SPSS V23 program

Analysis: previous table shows the value of coefficient of determination (0.10%), that is, independent variables explain variation in behavior of the tourist. The test shows the significance of regression and we note the Sig value is (0.000) which is less than 0.05 , therefore rejects null hypothesis and we accept the alternative hypothesis i.e. there is an effect of independent variables . In dependent variable and you can predict dependent variable through independent variable.

Eighth: sequential regression test (Stepwise Regression) to identify secondary independent variables that most affect (TB) :

The sequential linear regression test was applied to find out , identify the axes (social communication skills of employees) that are most affected by the studied phenomenon (tourist behavior) in order to reach best linear regression model that represents it by power of influence, This does not mean that dimension that does not appear in the final model has no effect on the behavior of the tourist, but its effect is less than the variable that will appear in the results of sequential test, and the results according to table (12) are as follows:

most influential secondary independent variable in dependent variable is the behavior of tourist (non-verbal communication skills), where the value of identification coefficient was (0.053%), which shows percentage of influence on him in dependent variable), and calculated value of F was (10.798), which is significant because it is greater than the tabular adult F (3.94), To become model that represents phenomenon according to (Stewise Regression) test, it includes only one variable among the variables of workers ' social communication skills, so the model is:

$$Y = \mathbf{2.887} + 0.223 \, X_2$$

Table (12) results of stepwise test to determine most influential variables in the behavior of a tourist

The most influential independent variables in the dependent variable	The dependent variable	Correlation coefficient r	Coefficient of determination $R^2\%$	Fixed limit a	Regression coefficient ß	Test-F			Explanation
						Calculated	Schedulereferences	Probabilistic value sig.	
Non-verbal communication skills	**Tourist behavior**	**0.23**	**0.053**	**2.887**	**0.223**	**10.798**	**3.94**	**0.000**	**There is an effect**

Source: preparation of researchers based on the results of the SPSS V23 program

7.CONCLUSIONS AND RECOMMENDATIONS)
7-1: CONCLUSIONS
1. A statistically significant semantic correlation exists between verbal communication skills and tourist behavior.
2. There Is A Statistically Significant Correlation Between Non-Verbal Communication Skills And Tourist Behavior.
3. There Is A Statistically Significant Significant Correlation Between Social Communication Skills Of Workers And Behavior Of Tourists.
4. There Is A Significant Moral Influence Of Verbal Communication Skills On The Behavior Of A Tourist .
5. There Is A Significant Influence Of Non-Verbal Communication Skills On (TB).
6. There Is A Significant Moral Impact By Social Communication Skills Of The Workers On The Behavior Of The Tourist .
7. The Most Influential Secondary Independent Variable In The Dependent Variable (Tourist Behavior) Is (Non-Verbal Communication Skills).
8. The Skill Of Receiving Other People's Emotions And Reading And Interpreting Their Non-Verbal Emotional Messages Is One Of The Important Factors In Shaping The Behavioral Norms Of A Tourist Towards Tourist Places.

9. verbal fluency, proper speech , speaking spontaneously is an important factor in shaping the behavior of a tourist with a positive or negative outlook towards a particular subject, idea or place.
10. Listening , receiving verbal conversation has ability to involuntarily behave tourist by forming the image in the subconscious mind, which contributes to drawing that behavior.
11. The respondents agreed that the ticketing process is easy, which helps to encourage visitors to repeat that behavior their visit to the museum
12. museum staff have attention to time factor to avoid boredom among museum visitors, and they look calm in angry situations.
13. The staff has the skill to take into account the age and culture of the guest during the conversation and present ideas in an organized and appropriate manner .
14. Visitors prefer the museum to be open every day of the week and all year round.
15. the visitor prefers to come in the private car and provide a dedicated garage for the museum.

7-2: RECOMMENDATIONS :

1. Need For Employees Of Baghdadi Museum To Enjoy Communication While Dealing With Other Visitors, Which Begins With The Drop And Is Acquired By Training.
2. Need For Museum Staff To Have Proper Speech, Ability To Start Conversations, And Ability To Draw The Attention Of Others To Various Museum Facilities To Gain Them Enjoyment Of Visit .
3. Need For Voice Of Museum Staff To Be Heard During Conversation To Communicate The Information To The Visitor Correctly, And Their Clothes Should Be Appropriate To Nature Of The Work In The Museum.
4. Providing Means Of Heating And Cooling In Corridors Of The Museum In Accordance With Display Of Figures , Create Comfort For Museum Visitors.
5. Providing The Appropriate Lighting To Convey The Image That Expresses Every Heritage Idea To Museum Visitors.
6. Attention To The Presence Of Places Dedicated To The Sale Of Miniature Masquerade Models Embodying Baghdadi Ideas And Figures In The Museum.
7. Work On Organizing Scientific Trips And Trips For School Students At All Stages To Spread Cultural Awareness About Heritage Of City In The Past And Preserve It .
8. The Museum Administration Should Identify The Problems Facing Museum Visitors And Follow Up To Meet Them In Future Through Possible Means Of Communication.
9. Providing Special Places For Disabled And People With Special Needs, After Them An Important Category That Needs Entertainment And Enjoyment Of The Heritage Shows Located In The Museum.
10. Providing A Garage For The Museum To Facilitate The Arrival Of Visitors And Parking Their Car In The Designated Place Without Suffering.
11. The Need To Pay Attention To All Communication Skills (Verbal And Non-Verbal) Of The Staff Of The Baghdadi Museum To Encourage Visitors And Visit The Museum Again .

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