The Impact of negotiation elements on marketing requirements for hotel services (An exploratory study of the opinions of a sample of managers of first-class hotels in the city of Najaf)

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Abstract

The negotiation management elements as an independent variable, and the marketing requirements for hotel services dependent on it are among the important topics for the hotel sector, where the study started with a main problem (Negotiation elements have no effect on hotel services marketing requirements), and Sub-questions popped up from it, and the importance of the study shown in that it was modern and exploratory for a sample of first-class hotel managers in the city of Najaf to increase knowledge and enhance its future capabilities.

For purpose of achieving goals, several hypotheses were formulated and tested by a set of statistical Techniques, most notably weighted mean, standard deviation, the relative importance of indicating the severity of answers, Spearman's rank correlation coefficient, percentages and frequency distribution, using the statistical program (spssv22), The questionnaire was prepared as a main tool in data collection, as well as personal interviews for members of the sample consisting of (60) managers, department heads and divisions in the (5) first-class hotels in the city of Najaf.

Therefore several conclusions and recommendations arranged, the most important of them:

Conclusions: The variable (negotiation management elements) achieved the highest impact value in the marketing of hotel services, and this indicates that the negotiating team was distinguished by the skills, capabi^klities and desire to solve problems and find alternative solutions to achieve the marketing of hotel services by the managements in Najaf.

Recommendations: Finding alternative solutions through the negotiating team's distinguished skills, ability and desire to achieve the negotiating process.

Key Words: Negotiation Management Elements, Marketing requirements for hotel services, negotiation elements, marketing requirements for hotel services.

Methodology:

Research methodology represents a series of organized steps undertaken by the researcher for the purpose of studying a specific topic and reaching results that contribute to solving problems. The methodology is the beacon that guides the researcher during his research and the roadmap that leads him. Towards satisfactory scientific results.

a. Research problem: The research problem begins with the following question: Do the elements of negotiation influence the marketing requirements of hotel services? Which can be stated through the following questions:

1.   What are the elements of negotiation?
2.   What are the marketing requirements for hotel services?

b. The importance of the research:

The importance of the study lies in knowing the elements of negotiation and their impact on the requirements of marketing hotel services and coming up with a distinguished negotiator who can manage to achieve its set goals.

C. The aim of the research:

The main objective of the study is to diagnose the nature of the relationship between the elements of negotiation and the requirements of marketing hotel services, and from it emerge the sub-objectives, which are as follows:

1.   Shedding light on the nature of the elements of negotiation and marketing of hotel services.
2.   To test the potential correlation and influence between the elements of negotiation and marketing of hotel services.

d. Research hypotheses:

1.   There is a significant correlation between the elements of negotiation and the requirements of marketing hotel services.
2.   There is a significant effect of the negotiation elements and the marketing requirements of hotel services.

Literature Review

1.   Intellectual Basis for The elements of negotiation:
Negotiation management is defined as the process of administrative dialogue and the exchange of views between two or more parties on a specific subject in the hope of reaching an agreement that is relatively acceptable to the various parties to the negotiation department (Al-Wadi, 2002: 21). Negotiation is considered a tool for dialogue and a more effective means for solving problems and the final way out towards stability. It is also a victory for perceived rationality that reaches final results that all parties are convinced of. Therefore, it is a natural behavior that a person uses when interacting with his surroundings, and it is the process of communication and continuous communication between two or more fronts to reach a conclusion. An agreement that meets the interests of all parties, and for the purpose of maximizing the chances of success, several elements must be available, which are determinants of negotiating work, whatever its objectives and characteristics. The most important of these elements are (Al-Khudairi, 2003: 36):
1.1.   Negotiating power: It is related to the limits or extent of the authority and the delegation that is granted to the negotiating

individual within the framework that he is allowed to walk in and not to cross or penetrate in relation to the issue or problem being negotiated, whether the negotiator is a single individual or an integrated team, and whether this authorization is granted collectively or collectively Individual through which the tasks, role and goal of each member of the team were drawn to do. Here, two main things must be mentioned:
A.   Unleashing complete freedom without limits or controls for the negotiator, so that he is the authority and its delegate, and he is the decision-maker who decides on everything as he is the actual and sole owner and disposer of all negotiating aspects (Al-Khatib, 1998: 21).
B.   Restricting that freedom to the extent that the negotiator becomes restricted in will, ineffective or feasible, and negotiation in this case becomes a kind of gossip, a waste of time, a drain of effort and a waste of money
1.2.   Negotiating ability: This condition is mainly characterized by team members and the extent of skill, dexterity, intelligence, and efficiency enjoyed by the members of this team, and it comes through the following (Al-Tai, 2007: 2):
A.   A good selection of team members must be made from individuals who have the desire, ability, skill, characteristics and specifications that team members should possess.
B.   Achieving consistency, harmony and continuous compatibility among team members to be a homogeneous unit, with specific tasks, and there is no conflict or division between them in opinion, desires or tendencies.
C.   Preparing, training, motivating and educating the members of the negotiating team well, by providing them with all the detailed data on the negotiating issue.
D.   Accurate and good follow-up on the performance of the negotiating team for any developments or events that occur to its members, while at the same time working to isolate harmful external influences from the members of this team, especially in negotiation.
E.   Providing all material and non-material facilities that would facilitate the negotiation process.
1.3.   Common desire: This condition is basically characterized by the existence of a real common desire between the negotiating parties to solve their problems through negotiation and to convince them that negotiation is the only and best way to resolve disputes or put an end to

them. On the contrary, the losses will be heavy and costly (Al-Shibli, 2005: 21).

1.4.   Ambient climate: working to provide the appropriate atmosphere to start negotiations or move forward to reach points of agreement or pave the way for establishing a relationship or reaching the desired goal. The negotiating climate relates to two main aspects (Al-Khudairi, 2003: 40):

A.   The negotiating issue itself: in this aspect, it must be hot, and therefore whenever it is hot, negotiation receives great attention and the participation of all the different parties effectively. Media and propaganda efforts are used to heat up the negotiating issue, arouse public opinion in it, and entice its parties to sit at the negotiating table.

B.   The interests must be balanced between the negotiating parties: to create an effective climate, it must take place within a framework of a balance of interests between them so that it takes its role and its results are more just, stable, receptive and respectful among the negotiating parties who do not have the necessary strength to assert their right or to impose their opinion and to compel the party The other is to accept and respect him.

1.5.   Negotiating   information: The negotiating team must possess all the important information and data that allow it to answer all questions about what it wants? How can he get or achieve what he wants? What are the goals, how to achieve them, what tools, support, and means are needed to reach those goals, and based on the above, a negotiating program with specific goals and tasks is developed, with all available human and financial resources available.

1.6.   Identifying the parties willing to negotiate: Each of the negotiating parties must form a negotiating team that is fully prepared for dialogue and sits at the negotiating table to reach a solution to the disputed problems and issues. Otherwise, the possibility of reaching an agreement is non-existent.

1.7.   Interdependence: Participants in the negotiation process must rely on each other to meet their needs and interests and help each other through self-control and not take a passive action that is detrimental to their common interests.

1.8.   The inability to predict success: The parties negotiate because they need to obtain a benefit or a solution to a disputed issue with the other party and not negotiate the outcome is unpredictable.

1.9.   The negotiating parties must have the authority to make decisions: In order to achieve an acceptable and successful result, and if they do not have the power and authority to take a decision or a clear mandate to do so, the negotiations will be limited to the exchange of information only.

1.10.   Willingness to make concessions: In some cases, not all negotiations require a compromise. An agreement can be reached that meets the needs and desires of the negotiators and does not require a waiver of one party without the other. It is necessary for the two parties to make a concession to reach a satisfactory result for them.

1.11.   The agreement must be reasonable and enforceable: When the terms of the agreement are acceptable to both parties, it is necessary to work on developing a realistic and practical plan to implement what was agreed upon.

1.12. The negotiators should develop external factors and conditions such as economic or political conditions or public opinion to strengthen the agreement or push for the continuation of unrest, which leads to their failure in the agreement that meets their common interests.

2.   The intellectual basis of hotel services marketing requirements

There are many requirements, as follows:

2.1.   Religious factors: Religious teachings affect the consumption pattern in society and according to the religion embraced by individuals as well as their inherited beliefs. Pork is not popular in Islamic countries, and alcoholic beverages that contradict the teachings of the Islamic religion are prohibited. It is also not possible to sell beef in areas where most of the population Among the Hindus in India, and in addition to the above, religious occasions and holidays create a demand for goods and services such as clothes, gifts, toys and others (Abu Ghazaleh, 2000: 21).

2.2.   Administrative and legal factors: that administrative stability or lack thereof affects the practice of various activities and marketing events, hotel organizations and any industrial or commercial tourism project. The philosophy of

the existing administrative system and legal legislation in a country affects the quality of activities and events that can be practiced. Capitalist countries give marketing importance and give opportunities To practice it but within the permissible framework of legal legislation (Al-Barwari, 2000: 32).

2.3.   Environmental factors: They are divided into two parts (Abu Rahma, 2011: 21) :

A.   **The external environmental factors of total marketing:** a set of external factors and variables that are controlled, namely the demographic factors, which require the hotel services marketing department to prepare a study of the population numbers and predict the increase or decrease in the future, as well as knowledge of the geographical distribution of the population, the number of individuals of a certain age group and the composition of the population, The number of individuals with educational qualifications, as well as competition, where the hotel services marketing department must study the plans and capabilities of competitors and learn about their methods of communicating with the market, their goods and changes or renewal of their advertising means, and other matters that protect hotel organizations from competition in the markets, As well as technological factors, and hotel services marketing departments must follow up on technical and scientific progress and development and benefit from it in all that is new in order to meet the increasing needs of guests, because these organizations that do not keep pace with this development are doomed to failure.

B.   **External environmental factors of partial marketing:** These factors include the market, which is the main key to the hotel's marketing activity, as it is the place in which the various marketing activities and events will take place, as well as the suppliers, because a commodity cannot be produced and sold before it is manufactured or the purchase of materials necessary for its manufacture. The flow of manufactured goods or services between hotel organizations.

C.   **Internal environmental factors:** a set of factors that hotel organizations can control and change according to developments in the market.

2.4.   Social and cultural factors: The goods and services that satisfy the needs of society should not collide with the social and ethical customs and traditions. When developing the marketing policy for hotel services, all these considerations should be taken into consideration. Also, the management should create a positive impression on the hotel and tourism organizations among the public. When offering or providing these services (Al-Ghais and Idris 2008: 32).

2.5.   Economic and political factors:

A.   **Economic factors:** The population alone does not constitute a market, in the specific marketing sense, and the population must have financial resources and capabilities first, and then the desire to spend from these available resources or financial capabilities secondly.

B.   **Political factors:** The political framework of the state is considered to guide the marketing activities of hotel services, and the role and objectives of hotel organizations are determined within this framework. Political stability affects the practice of various marketing activities for hotel services, and for any commercial, industrial or tourist project, as well as legal legislation affecting the quality and number Activities to market hotel services, for the socialist state does not give importance to them, while the capitalist gives freedom to these activities within the legally permissible framework.

3.   The applied aspect of research:
3.1.   Research community and sample, tools and methods used:

The research hypotheses were presented in the form of questions, and in order to verify the validity of the study relations, the sample was chosen from the hotel administrations in the city of Najaf as part of the research community to verify the validity of the assumptions or not. the following:

A.   **Research site:** The hotel organizations in the city of Najaf were selected to conduct the research to fit their variables with the approved standards items.

B.   **Population and Research Sample:** The research community represented the first-class hotels in the city of Najaf (7) hotels, and a sample of (5) hotels was selected at a rate of (70%), and (30) questionnaires were distributed to the studied sample from the administrations of these hotels, and after marking them by the sample members, it was fully retrieved and

unloaded In a manner that serves the research project.

C. Tools used in data collection: The questionnaire was adopted for the purposes of data collection for analysis.

❖ The questionnaire: a set of interconnected questions was identified in a way that achieves the goal that the research seeks within the framework of the chosen problem, for the purpose of obtaining data, information and digital results in which a measurement of the research variables was used. Therefore, as indicated in the appendix.

❖ Description of the questionnaire: The main source for measuring and analyzing questions and hypotheses and testing them in the direction of detailing (the elements of negotiation management) in these hotel organizations represented by the first-class hotels in Najaf and the extent of their containment and capabilities to achieve the requirements of marketing hotel services in them and according to the research variables on

the theoretical side, the questionnaire was divided into:

❖ **The first section:** It included the introductory information, the details of which were indicated to describe the individuals of the research sample, which shows the characteristics of the sample, which were represented by (4) variables (gender, age, educational attainment, number of years of service) to obtain information and estimates for the levels of management of these hotel organizations that was selected as a sample.

❖ The second section: included the paragraphs related to the variable (elements of negotiation management) and its number was (7) paragraphs.

❖ The third section: includes the (7) paragraphs related to the dependent variable (marketing requirements for hotel services), and its validity and stability will be tested by means of the SPSS v22 program.

Table (1) Study Variables

number of paragraphs	search variables	
7	Elements of Negotiation Management	X
7	Marketing requirements for hotel services	Y
14	All items of the questionnaire	

3.2. Data description and analysis methods:

Various statistical methods and methods are used to obtain results during the conduct of the research, through which hypotheses are tested for the purpose of understanding the problems and answering the questions raised in the research through the application of SPSS version 22, and of these statistical methods are the following:

1) Frequency distribution

2) Charts

3) Percentage

4) Mean

5) Standard division

6) The relative importance

7) Spearman Rank Order Correlation

8) Simple linear regression coefficient

9) Multiple linear regression coefficient.

10) R2 Coefficient of Determination:

11) F-test: It is used to find out the significance of the linear relationship between the independent variable and the dependent variable.

Interpretation	Correlation coefficient value

perfect correlation	**r = 1**
Strong correlation	**0.5 <= r < 1**
Average correlation	**0.3 <= r < 0.5**
Weak correlation	**0 < r < 0.3**
NO Correlation	**r = 0**

3.3. Validity and reliability test:

1.   **The test of the apparent validity of the questionnaire:** It means the ability of the questionnaire to express the goal for which it was designed, or for the questionnaire to measure what it was designed to measure, and to reflect the content to be measured according to its relative weights, and that the question or phrase in the questionnaire measures what the research is supposed to actually measure. There are several methods, the easiest of which is the sincerity of the arbitrators specialized in the field of the phenomenon in question, as it was presented to (11) arbitrators, and some paragraphs were corrected and modified after taking their opinion on their relationship to the dimension that we measure or not? Table (2) shows the apparent validity of the questionnaire as follows:

❖   The percentage of the arbitrators' agreement on the sincerity of the paragraphs (elements of negotiation management) amounted to (85.71%), which is an acceptable percentage indicating the agreement of the professors arbitrators on (6) paragraphs out of (7) paragraphs allocated to the independent variable.

❖   The percentage of the arbitrators' agreement on the sincerity of paragraphs (marketing requirements for hotel services) amounted to (85.71%), which is a good percentage that indicates the agreement of the professors arbitrators on (6) paragraphs out of (7) paragraphs allocated to the dependent variable.

❖   The percentage of the professors' arbitrators' agreement on the sincerity of all the paragraphs of the questionnaire was recorded (85.71%), which is a good percentage that achieves the agreement of the teachers' arbitrators on (12) out of (14) paragraphs.

Table (2)

The data of the apparent validity test for the resolution measuring tool

Analysis	honesty level	The percentage of arbitrators' agreement on the validity of the paragraphs	Agreed Paragraph	number of paragraph	Study variables	
There is great apparent sincerity in all the paragraphs of the questionnaire	Very well	% 85.71	6	7	Elements of Negotiation Management	X
There is great apparent sincerity in all the paragraphs of the questionnaire	Very well	% 85.71	6	7	Marketing requirements for hotel services	Y
There is great apparent sincerity in all the paragraphs of the questionnaire	high	% 85.71	12	14	All items of the questionnaire	

2.   **The stability of the questionnaire:** it is that the tools and measures achieve positive results and that it gives the same results if it is re-applied several times in a row. Stability was calculated in two ways:

A.   Alpha-Cornbach coefficient: Cronbach's alpha stability coefficient is used when we want to measure the stability of the estimates we get from tests or questionnaires that measure a subject whose vocabulary is assumed to be homogeneous, as well as the alpha coefficient can give you the correlation coefficient of each paragraph with the sum of the other paragraphs and these coefficients are useful In the stage of preparing the test or the questionnaire, because it is possible to delete, modify or replace the paragraphs that are not positively correlated with the rest of the paragraphs in the scale or axis, and to extract stability according to this method, the Alpha-Cornbach equation was applied. And the value of the reliability coefficient must be greater than 0.70 to accept the stability of the questionnaire and pass it on the entire sample.

B.   Split-Half method: to find the correlation coefficient between the score values of the even and odd questions of the questionnaire.

If the reliability coefficient is (0.70) or more, this means that it is appropriate for research and studies in which the questionnaire is a reliable tool. The two methods were applied to the search forms, and the results were in the following table (3):

<div align="center">Table (3) results of the stability test</div>

Interpretation	Guttman Split-Half Coefficient	Cornbach's Alpha	Study variables	
(Pass the two tests) There is stability in the paragraphs of the independent variable	0.762	0.806	Elements of Negotiation Management	X
pass one of the two tests and there is stability in the paragraphs of the dependent variable	0.691	0.708	Marketing requirements for hotel services	Y
(Pass the two tests) There is great stability in all the paragraphs of the questionnaire	0.689	0.866	All items of the questionnaire	

3.   The content validity test by the peripheral comparison of the elements of negotiation management and marketing requirements for hotel services The method of content validity was followed by the peripheral comparison to prove the validity of the questionnaire paragraphs in the representation of the research subject (elements of negotiation management and their impact on marketing requirements for hotel services - an analytical study of the opinions of a sample of hotel managers of class The first in the city of Najaf) is a good representation, especially that the method of content validity by the peripheral comparison is based on (T-TEST) related to the comparison between two averages, after arranging the data either descending or ascending and then withdrawing equal to two-thirds of the values from the top and bottom of the arranged data, as the validity condition will be fulfilled. In the questionnaire data when the calculated T value is significant, the content validity method by the peripheral comparison is used to confirm that the seven paragraphs of the independent variable (elements of negotiation management) are the best representation. Within it (the dependent variable) is best represented.

Analysis of the results: on the basis of the previous tests (tests of reliability and validity) mentioned above, and after making the required adjustments to the dimensions and paragraphs of the research variables, we can apply the questionnaire to the whole sample.

The results of the application of content validity in the peripheral comparison to the research data and through the data of the statistical analysis and as presented in Table (4) were in their

entirely that the results are significant and confirm the fulfillment of the validity condition in the paragraphs of the questionnaire). Thus, the researcher, through the previous statistical analysis and the data of the application of the apparent honesty method and the method of content validity by comparison, concluded that the questionnaire represents the subject of the tagged research (elements of negotiation management and their impact on marketing requirements for hotel services - an analytical study of the opinions of a sample of first-class hotels in the city of Najaf) the best representation.

Table (4) Results of content validity test by peripheral comparison

Analysis	probability value	T-TEST	Study variables	
Check the content validity condition in the independent variable	0.000	7.636	Elements of Negotiation Management	X
The content validity condition is met in the dependent variable	0.000	10.776	Marketing requirements for hotel services	Y
Check the content validity condition in all paragraphs of the questionnaire	0.000	8.955	All items of the questionnaire	

4.   Descriptive analysis of the identifying information of the research sample:

Through the results of the previous study, it becomes clear to us the stability of the research tool (the questionnaire) to a good degree after making adjustments to it, which makes us apply it to the entire sample, and accordingly, the descriptive analysis of the sample members was confirmed by Table (5) and it was as follows:

A.   Gender: the number of males among the sample members was the most dominant at (30), while there are no females among the total sample members surveyed, which indicates that the number of males is (100%), and as indicated in Table (5) .

B.   Age group: The age group (31-40 years) constituted the highest number among the sample members, as their number reached (16) as they constituted (53.3%), while the number of those aged within the group (30 years and under) represented the least number. Among the sample members, by (4), they constituted (13.3 percent), as indicated in Table (5) .

C.   Academic achievement: The number of holders of a bachelor's degree in the studied sample was the highest, reaching (19) and at a rate of (63.4%), which confirms that the respondents possessed not a few academic experiences to answer the paragraphs of the questionnaire scientifically, and the number of those who obtained a middle school certificate reached (4) At a rate of (13.3%), as shown in Table (5) .

D.   Years of service: Those with service years (6-10 years) in the studied sample were the highest, as their number reached (15) and at a rate of (50%), which confirms that respondents have not a few work experiences to answer the paragraphs of the questionnaire professionally, and the number of Those who have years of service (16 years or more) at (1) or 3.3%, which is a very small percentage, as shown in Table (5) .

Table (5) Description of the research sample individuals

% The ratio	the number	Target groups	Variables
%100	30	Male	
-	-	female	Gender
% 100	30		Total
%13.3	4	30 years and under	

%53.3	16	31 – 40 years	**Age group**
%33.4	10	41 – 50 years old	
-	-	50 years and over	
% 100	**30**		**Total**
%13.3	4	middle school	**Academic achievement**
%23.3	7	diploma	
%63.4	19	Bachelor's	
-	-	Master's Degree	
% 100	**30**		**Total**
%13.3	4	1- 5 years	**Years of service**
%50	15	6 - 10 years	
%33.4	10	11 - 15 years	
%3.3	1	16 years and over	
% 100	**30**		**Total**

5. The importance of the research variables (elements of negotiation management) and (marketing requirements for hotel services):

This paragraph refers to the statement of the answers of the sample members, who numbered (30) individuals, about the contents of the questionnaire questions related to the independent variable (elements of negotiation management), and the approved variable (marketing requirements for hotel services), where tables were adopted that show the directions of the sample answers for each paragraph, as means, standard deviation, relative importance and according to the answer strength matrix were used.

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

the level	Weighted average	response
Low	1 to 1.79	**Strongly disagree**
	1.80 to 2.59	**I do not agree**
medium	From 2.60 to 3.39	**neutral**
High	3.40 to 4.19	**Agreed**
	4.2 to 5	**Strongly agree**

A. Elements of Negotiation Management:

The relative importance value reached (88.46%), which is a high percentage that confirms the agreement of the research sample on most of the paragraphs of this axis, where the mean of this axis was recorded (4.42), which falls within the period (4.20 to 5), and this means that the answers of the sample are heading towards agreement strongly, and deviation Normative (0.756), which indicates the homogeneity of the answers regarding (elements of negotiation management) as in Table (7) and Figure (1).

Table (7): Description of the sample's answers to the paragraphs of the independent variable

Relative importanc %e	standard deviation	Mean	paragraphs											Dimensions
			5		4		3		2		1			
			Sample answers and percentages											
			%	f	%	f	%	f	%	f	%	f		
96.66	0.379	4.83	83.3	25	16.7	5	-	-	-	-	-	-	X1	X
89.32	0.629	4.47	53.3	16	40	12	6.7	2	-	-	-	-	X2	
89.26	0.819	4.47	63.3	19	23.3	7	10	3	3.3	1	-	-	X3	Elements of Negotiation Management
90	0.777	4.50	63.3	19	26.7	8	6.7	2	3.3	1	-	-	X4	
85.98	0.915	4.30	53.3	16	30	9	10	3	6.7	2	-	-	X5	
83.32	0.874	4.17	40	12	43.3	13	10	3	6.7	2	-	-	X6	
84.68	0.898	4.23	50	15	26.7	8	20	6	3.3	1	-	-	X7	
88.46	0.756	4.42												Total

The levels of importance of the paragraphs of the variable (elements of negotiation management) were distributed among the highest answer level achieved by paragraph (X1), with mean of (4.83) and a standard deviation (0.379), and a relative importance of (96.66 %) to confirm this agreement of most members of the research sample on this paragraph , including likely (the correlation of negotiating power with the limits of the authority and delegation granted), while paragraph (X6) achieved the lowest level of answer among the paragraphs of (negotiating elements), as the mean value of it reached (4.17) and the standard deviation was recorded (0.874), and relative importance formed (83.32 percent, to confirm this, the agreement of some members of the research sample on (the team obtaining concessions from others to reach a satisfactory and feasible solution).
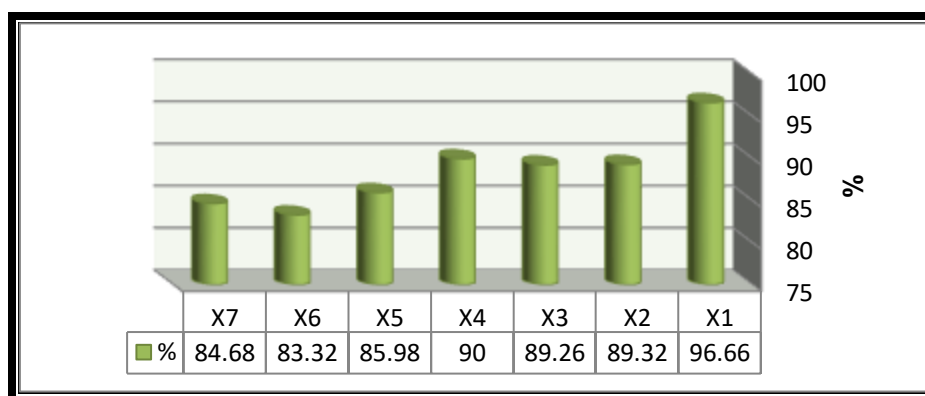

Figure (1) The relative importance of the sample answers about agreeing on the paragraphs of the elements of the negotiation management

B.   Marketing requirements for hotel services:

The value of the relative importance reached (85.42%), which is a high percentage that confirms the agreement of the research sample on most of the paragraphs of this axis, as the mean of this axis was recorded (4.27), which falls within the period (4.20 to 5), and this means that the answers of the sample are heading towards agreement strongly, and deviation Normative (0.847), which indicates the

homogeneity of the answers regarding (marketing requirements for hotel services) as in Table (8).

Table (8) Description of the sample answers to the variable paragraphs Marketing requirements for hotel services

Relative importanc %e	standard deviation	Mean	paragraphs										Dimensions	
			5		4		3		2		1			
			Sample answers and percentages											
			%	f	%	f	%	f	%	f	%	f		
88.68	0.817	4.43	60	18	26.7	8	10	3	3.3	1	-	-	Y1	Y
90.00	0.509	4.50	50	15	50	15	-	-	-	-	-	-	Y2	
86.68	0.884	4.33	56.7	17	23.3	7	16.7	5	3.3	1	-	-	Y3	Marketing requirement for hotel services
81.94	1.029	4.10	43.3	13	33.3	10	16.7	5	3.3	1	3.3	1	Y4	
87.34	0.809	4.37	56.7	17	23.3	7	20	6	-	-	-	-	Y5	
87.34	0.850	4.37	60	18	16.7	5	23.3	7	-	-	-	-	Y6	
75.94	1.031	3.80	30	9	33.3	10	23.3	7	13.3	4	-	-	Y7	
85.42	0.847	4.27	Total											

The levels of importance of paragraphs after (marketing requirements for hotel services) were distributed between the highest level of answer achieved by paragraph (Y2) with mean of (4.50) and a standard deviation of (0.509), and a relative importance of (90.00%) to confirm that most of the research sample agreed on this The paragraph, which is likely (that political stability affects the practice of activities and the marketing of hotel services comfortably), while paragraph Y7) achieved the lowest level of answer among the paragraphs (requirements for marketing hotel services), as the mean value of it was (3.80) and the standard deviation was recorded (1.031), and the relative importance formed (75.94%) to confirm that the research sample members agreed on (that the administrative stability and the activities and events provided contribute to the development of hotel services).

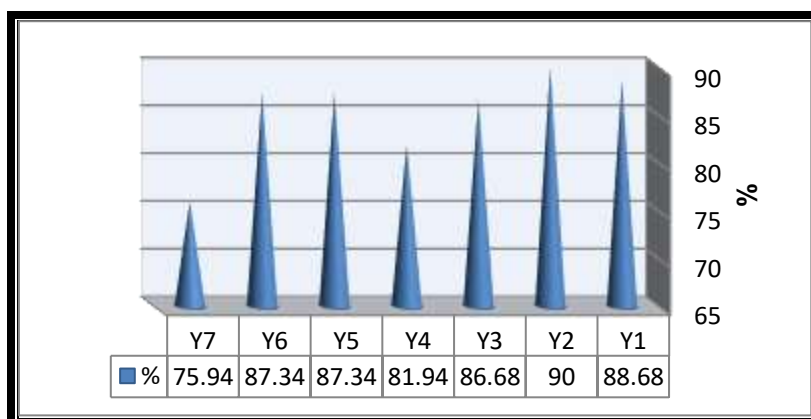| %	Y7	Y6	Y5	Y4	Y3	Y2	Y1
%	75.94	87.34	87.34	81.94	86.68	90	88.68

Figure (2) The relative importance of the sample answers about agreeing on the paragraphs of the variable for marketing requirements for hotel services

3.4. Research hypothesis test:

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

1.   Correlation Hypothesis Test:

To test the hypotheses of the correlation between (elements of negotiation management) with (marketing requirements for hotel services), a (Z-TEST) test was conducted, as the correlation hypothesis will be accepted if the probabilistic value (p value) corresponding to the calculated Z value is less or equal to the level of morality used in the research, which is (0.05) confirming the validity of the correlation hypothesis with a confidence level of 95%, but if the p value is greater than the level (0.05), the hypothesis is rejected. The correlation coefficient between the variables was also tested to explain the strength and direction of the correlation between the

hypothesis variables. SPSS statistical analysis to confirm the significance of the correlation between the two variables at the level of significance (0.01) and (0.05), respectively. In this topic, the following hypotheses will be tested:

A.   The first main hypothesis:

(There is a significant statistically significant correlation between the elements of negotiation management and marketing requirements for hotel services)

Acceptance of the secondary hypothesis emanating from the first main hypothesis that (there is a significant statistically significant correlation between the elements of negotiation management and hotel services marketing) with a confidence ratio of (95%), as the calculated Z value reached (6.74) which is significant, and the value of the coefficient was recorded Correlation (0.618 *) to establish that there is a strong direct correlation between the elements of negotiation management and marketing of hotel services according to the opinions of the research sample.

Table (9): Results of the first main hypothesis test

| Interpretation | Z . test | | The correlation coefficient between two variables | dependent variable | independent variable |
	P value	Calculated Z value			
There is a direct correlation between the elements of negotiation management and marketing requirements for hotel services, and thus acceptance of the hypothesis	**0.000**	**2.881**	**0.535***	**Marketing requirements for hotel services**	**Elements of Negotiation Management**
*Indicates that the relationship is significant between the two variables at the 0.05 significance level					

2.   Impact Hypothesis Test:

The F-test (F-test) was applied to find out the significant effect of the independent variable (elements of negotiation management) on the dependent variable (marketing requirements for hotel services), so if the probabilistic value was Sig. Less than the level of significance of (0.05), this indicates the existence of a significant effect, and vice versa, and if the calculated value of (F) is greater than its tabular value, it indicates the existence of a statistically significant effect and vice versa, and the value of the coefficient of determination (R^2) was also extracted, which shows the percentage of interpretation and impact of (the elements of negotiation management) on the variable (marketing requirements for hotel services). To find out, the test was conducted on the following hypothesis:

B.   The second main hypothesis:

(There is a statistically significant effect of the elements of negotiation management on the marketing requirements for hotel services)

The results, according to Table (10), were as follows:

❖   There is a statistically significant effect of the variable (elements of negotiation management) with (marketing requirements for hotel services), as the calculated value of F reached (11.213), which is significant, and this means acceptance of the hypothesis (there is a statistically significant effect for the variable (elements of negotiation management) with (marketing requirements). for hotel services) and the value of the coefficient of determination was (0.286%), which indicates the percentage of influence and contribution (elements) to (marketing requirements for hotel services).

Table (10) results of testing the impact hypotheses of the elements of negotiation management in marketing requirements hotel services

| Interpretation | F- test | | | The coefficient of determination R^2 | regression coefficient ß | fixed limit à | Variables | |
	probability value sig.	tabular	calculated				dependent variable	independent variable
There is an effect	0.002	4.196	11.213	0.286	0.415	2.530	Marketing requirements for hotel services	Elements of Negotiation Management

The previous table shows the value of the coefficient of determination (0.286%), meaning that the independent variable explains the variance in (marketing requirements for hotel services). The test shows the significance of the regression and we note the sig value. It is (0.000) which is less than 0.05 and therefore we reject the null hypothesis and accept the alternative hypothesis, that is, there is an effect of the independent variable on the dependent variable and we can predict the dependent variable through it.

Conclusions:

Each scientific study comes out with some results in the light of the answers of the research sample, which were evaluated and analyzed in accordance with the scientific trends of the research project. There is also a statistically significant effect of the variable (elements of negotiation management) in (the marketing of hotel services), according to the sample opinions of first-class hotels in Najaf governorate, and that the negotiating team is distinguished by the skills, ability and common desire to solve problems and find alternative solutions that are fundamentally   crystallized   and   interact

distinctly to achieve marketing Hotel services by hotel administrations, and that the provision of material and moral capabilities by the negotiator enhances the basic ingredients for the completion of any work by the hotel administrations in Najaf and varies according to its quality. It varies according to its quality by hotel administrations.

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