

Tour guide behavior and its impact on travel motives An exploratory study of the opinions of a sample of managers of tourism companies in the province of Baghdad

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Abstract

Tour guides are considered the mirror of the company and their behaviors have the most important and lasting impact on tourists. Therefore, researchers interested in the provision of tourism services focus on paying attention to these behaviors and how to develop them. The research started with a major problem: does the behavior of the tour guide have an impact on travel motives? Several sub-questions emerged from the main question, including (Is there a correlation between the behavior of the tour guide and the motives for travel?), and the importance lies in the fact that the study is recent and was conducted on a number of tourism companies in Baghdad to increase knowledge and enhance their future capabilities. The goal was to see the nature of the companies' work And the relationship between the two variables, and then adopting the descriptive inferential approach to analyze the sample answers about the paragraphs of the questionnaire, which included managers and employees of the companies surveyed. Relative significance, correlation coefficient, simple linear regression, Mahalanobis test, multiple linear regression, F test, coefficient of determination, sequential regression) mediated by the statistical program (SPSS V.24) and the statistical program (AMOS V.24). Among the conclusions, the most prominent of which was the presence of a significant statistical significance for the behavior variable of the tour guide in the motives of travel), while the most important recommendations were to emphasize the behavior of the tour guide and his response with all tourists to achieve a The goal of the indicative process in the framework of tourism work.

Keywords: tour guide behavior, travel motives.

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 problem emerged on the basis of which the following main question emerged:

(Does the behavior of the tour guide have an impact on the motives for travel) and sub-questions emerged from it, which are as follows:

1. What is the level of importance of the study variables in relation to the studied sample?
2. Is there a correlation between the behavior of the tour guide and the motives for travel?

b. The importance of the research:

The research has the following importance:

1. Clarify the behavior of the tour guide in achieving travel motives.
2. Providing important information to the senior management of tourism companies and the possibility of employing them to serve the current and future orientation.

C. The aim of the research:

The research aims to achieve the following:

1. Raising the interest of the surveyed tourism companies for the research variables (the behavior of the tour guide, travel motives).
2. Presenting an intellectual aspect of the behavior of the tour guide and the motives of the traveler.
3. Knowing the extent of the correlation between the research variables.

4. Knowing the impact of the behavior of the tour guide on the motives of the traveler.

d. Research hypotheses:

The default scheme of the search: Figure (1) shows the relationship between the search variables.

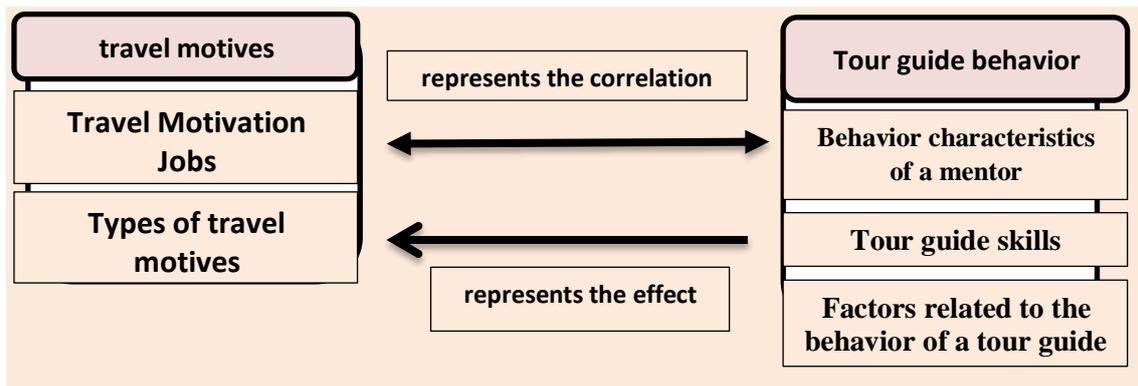


Figure (1) The default schema for search.

Two main hypotheses were tested as follows:

1. The first main hypothesis: There is a statistically significant correlation between the behavior of the tour guide and the motives for travel.
2. The second main hypothesis: There is a statistically significant effect of the behavior of the tour guide on the motives for travel.

E. Research Methodology: The descriptive analytical method was adopted to identify the reality of the research variables and put them in their appropriate framework. This helps in reaching the results of the research, and formulating solutions in the form of recommendations and proposals to accommodate the controversy raised by the research.

Literature Review

1. Tour guide behavior:

In this topic, the most important concepts and definitions of all terms and search variables will be clarified, as follows:

1.1. The concept and definition of the behavior of the tour guide: Behavior is defined as an act, or reaction, of a person, or otherwise towards situations, or influences from the

environment (Cao, 2010:367), as well as a set of behaviors that an individual performs that differ according to the specializations and fields in which the individual works (Zhu, 2013: 24). As for the tour guide, he is the qualified person who is able to provide the tourist with sufficient and accurate information and explanations about the place he would like to visit or stay in, and (Dradke et al., 2014:30) indicates that he is the person which is given a license by the local authorities to lead and manage the tourist trip, whether for local or foreign tourists, in return for a fee or commission.

A tour guide is a person with a good mix of enthusiasm, knowledge, personal qualities, standards of behavior and high morals that helps them lead groups of people to important tourist sites with explanation and commentary.

The research can describe the behavior of the tour guide as the behavior that focuses on the positive aspects of a human nature, which achieves prosperity for the tourists and the company and is considered a competitive advantage for the tourism company.

1.2. Characteristics of the behavior of the tour guide: The tour guide is the mainstay in any tourism company, and therefore his behavior is characterized by a set of characteristics that must be taken care of by those companies by understanding and

analyzing his behavior in them, an important role in the success and prosperity of the tourism company, including the following:

A. Purposeful behavior: Every behavior has a goal that the individual seeks to achieve, so the behavior of the tour guide must be in order to achieve a specific goal or results (Marien.et.al., 2012: 278).

B. Causative behavior: The behavior of the individual (the tour guide) does not appear out of the blue, but there is always an influence (a cause) that leads to the emergence and emergence of his behavior, and this influence leads to a change in his personal (physiological or psychological) or surrounding conditions, or in the environment the surrounding social, and then disturbing the existing balance between him and the circumstances, so the guide seeks with his thought and effort to satisfy the appropriate behavior that enables him to return to his previous balance, and that the cause or influence that pushes him to satisfy a certain behavior may be internal (Copeland, 1998: 160), Or the cause may be external.

C. Flexible behavior: the individual's behavior is modified and changed according to different circumstances and situations, knowing that flexibility is relative from one person to another (Fryer et al., 1981: 71). Each mentor learns in different ways, and arrives at different results.

D. Motivation for behavior: Motivation is of great importance in determining the extent and direction of the behavior of the tour guide, and thus it differs from the reason, in that the reason for the behavior is the one that creates the desired behavior, while the motive leads to determining the direction and strength of the behavior.

E. Continuous Behavior: Behavior is a continuous process. Every behavior of the tour guide is part or link of a long and integrated chain, the links of which are constantly merging with him towards the tourist group he deals with.

F. Diverse behavior: The behavior of the tour guide appears in a variety of ways so that he can conform to the situations he faces (Litter, 1972:27-28).

G. Verbal and non-verbal behavior: Verbal behavior expresses everything that comes out of the individual, such as words understood in a particular situation, while non-verbal behavior is expressed by body movements, gestures and signs in a particular situation.

1.3. Tour guide skills: The tour guide needs a set of indispensable skills in order to perform his work, which are as follows (Chermerhorn, 2008: 94):

A. Self-skills: The self-skills of the tour guide include personal traits, mental abilities, initiative and innovation, because the nature of work in tourism companies requires strength, activity and the ability to withstand the hardships of travel, in order to be able to enliven the tourism group.

B. Human skills: They refer to the style and method of dealing with others in a good way. It reflects the ability of the tour guide to interact, understand and deal with tourists at their different levels and minds, and his ability to know effectively in building human relations with workers, supervisors, tourists, as well as the tourism company.

C. Cognitive skills: the ability to think in an analytical way and the ability to solve complex problems and is present mainly from birth.

D. Linguistic and verbal skills: There is no doubt that language is an effective communication tool and a means that conveys ideas and meanings through the written, audible or read word. Those who will work in the field of tourist guides must be fluent in using the word reading, writing and speaking (Alan, 2009:234).

E. Social and cultural skills: The term social skill refers to the cognitive components and behavioral elements necessary for a tourist guide to obtain positive outcomes when interacting with others, which leads to others issuing positive judgments and evaluations about this behavior (Spencer, 1991:149).

F. Leadership skills: It is the process of mutual interaction between members or members of a group (Gibson.et.al, 2003: 298). The tour guide's leadership skills are based on his mental, cognitive and emotional capabilities.

2. travel motives:

2.1. The concept of travel motives and their definitions: This concept has attracted the attention of tourism marketing experts and psychologists, and many definitions of motives have been presented in the marketing literature. He defined it (Obaidat, 2012: 103) as the motivating force inherent in individuals that pushes them to act in a certain direction. Likewise, it is a state of tension that provokes and continues the behavior until this tension is relieved or removed, and the individual regains

his balance. Through this, it is proved that the motives for travel are: (an integrated network of a set of biological and psychological forces that give value and direction to the behavior of the tourist and his choices to travel).

2.2. Jobs that motivate travel: There is a group of jobs, the most important of which can be summarized in the following points (Bachry et al., 2017: 82).

A. Structural function: motives provide the force or energy that motivates or stands behind the behavior of the individual or his upbringing, and these reasons are related to his internal state on the one hand, and external environmental influences on the other.

B. An activating function (movement): motives work to provoke or motivate the individual and activate him to conduct a specific behavior in search of what satisfies his needs, after he was in a state of instability and relative equilibrium, and reaching a state of equilibrium is done by the individual's behavior towards the goal.

C. a directive (organizational) function: it is represented in directing the individual's behavior towards a specific, specific and supported goal from among the various behavioral alternatives, and with this direction in choosing the individual's behavior according to his inclinations and trends. The stronger the motive to travel, the stronger the behavior and the greater the guest's insistence on doing it and continuing with it.

D. A reinforcing or supportive function: Motives work to support the correct response (the appropriate behavior of the tour guide), which resulted in a good effect that leads to the satisfaction of the various needs of the individual, and this behavior tends to be repeated.

E. Balance function: Motives work to organize, direct and modify the behavior of the guest, and to find a state of psychological balance and nervous calm for the individual and give him the opportunity to express himself freely and vent the trapped emotions and a sense of joy, reassurance and comfort after the exhaustion of work and the pressures of daily life.

2.3. Types of travel motives:

A. Religious motives: Religious landmarks represent an important focus in attracting people and activating the tourism movement, and that this type is based on visiting religious places from travel, during a specific period of the year

to practice some rituals or to implement some religious teachings or to seek blessings, and is unique to specific countries in the world. .

B. Ethnic motives: They are the motives of the tourist to visit his country of origin or ethnic roots, or the places where he grew up, studied or worked, and it is one of the important motives for travel in the field of tourism, and the type of travel needs some services, because many of these tourists reside with their relatives or their friends, but sometimes they like to take a tour of the tourist destination.

C. Family motives: Motives that attract some people to take a trip that includes all family members to a particular tourist area, in order to enjoy one or several days of the week: Several families may spend on visiting a specific place for vacation, and family travel includes visiting relatives, and maintaining Social relations between families and individuals (Al-Sukar, 1994:13).

D. Health motives: Traveling for treatment and hospitalization is one of the most important types of travel, given that it is restricted to certain places where medical facilities are available in the world.

E. Seasonal motives: They are motives related to travel for summer, which lie in visiting a tourist country with a good climate, from which the tourist benefits. As for the motives for travel in winter, they reach their peak in the period between January and April. These motives lie in the brightness of the sun on the beaches, and the snow that Covering the mountains, which is an important tourist destination for snowboarding and these two types of motives for travel launch seasonal accommodation.

F. Other motives: There are other motives for traveling in tourist destinations, which are: (adventure, bragging and bragging, science, taste, technology, for example buying a new car and the desire to travel with it to a place or the desire to try a new way) (Dradke et al., 2014: 75). It becomes clear the difficulty of separating the different motives for travel or satisfying some of them without the other, and this depends on many factors, the most important of which are: age, gender, marital status, educational level...etc.

3. The applied aspect of research:

3.1. Study community and sample, tools and methods used:

The research hypotheses were put forward in the form of questions, and in order to verify the validity of the research's hypothetical relationships, the sample was chosen from the licensed tourism companies in the city of Baghdad as part of the research community to verify the validity of the assumptions or not, and the tools and methods used were determined to collect and analyze Data on the reality of these tourist organizations, as shown in the following paragraphs:

1) **The location of the study:** The approved tourism companies in the city of Baghdad were chosen to conduct the study and test its variables with the approved standards items.

2) **The study population and sample:** The study population is represented by the licensed tourism companies in Baghdad, whose total number is (542), and (200) companies were selected as a close sample that was calculated according to the following Stephen Thompson equation (Steven K. Thompson, 2012, p:59-60) :

$$n = \frac{N * P(1 - P)}{[(N - 1) * (d^2 \div z^2)] + p(1 - p)}$$

whereas:

N: the size of the community

Z: The standard score corresponding to the level of significance is 0.05 and the confidence level is 0.95, and it is equal to (1.96)

d: error rate equal to (0.05)

p: the probability value is (0.50)

As (200) questionnaires were distributed to the managers in it (the study sample), and after marking them by the sample members, only (160) forms were approved for not being completed by many companies, and they were unloaded in a way that serves the study project.

3) Tools used in data collection:

❖ **The questionnaire:** The questionnaire was approved for the purposes of data collection for analysis. A set of interconnected questions was identified in a way that achieves the goal that the study seeks within the framework of the chosen problem, for the purpose of obtaining data, information, and digital results, in which a

measurement of the study variables. As indicated in the appendix.

4) **Data description and analysis methods:** Various statistical methods and means are used to obtain results during the study, through which hypotheses are tested for the purpose of understanding the problems and answering the questions raised in the study through the application of SPSSv24.

5) Validity and reliability test:

❖ **Test 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 under study, 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 (1) shows the apparent validity of the questionnaire as follows:

A. The percentage of the arbitrators' agreement on the sincerity of the paragraphs (the behavior of the tour guide) amounted to (90.48%), which is an acceptable percentage that indicates the agreement of the professors and arbitrators on (19) paragraphs out of (21) paragraphs allocated to the second independent variable with its independent dimensions (characteristics of the behavior of the tour guide, Tour guide skills, factors related to the behavior of the tour guide).

B. The percentage of the arbitrators' agreement on the veracity of the paragraphs (travel motives) amounted to (85.71%), which is a good percentage that indicates the agreement of the arbitrators on (12) paragraphs out of (14) paragraphs devoted to the dependent variable in its two dimensions (functions of travel motives, types of travel motives).

C. The percentage of the arbitrators' agreement on the sincerity of all the paragraphs of the questionnaire was recorded (83.35%), which is a good percentage that achieves the agreement of the arbitrators on (31) out of (35) paragraphs.

Table (1) The data of the apparent validity test for the resolution measuring tool

Analysis	honesty level	The percentage of arbitrators' agreement on the truthfulness of the paragraphs	Agreed Paragraphs	number of paragraph	Study variables	
The presence of apparent sincerity in the dimensions of the behavior of the tour guide	good	71.43%	5	7	Tour guide behavior characteristics	X2-1
	High	100%	7	7	Tour guide skills	X2-2
	High	100%	7	7	Factors specific to the behavior of a tour guide	X2-1
	High	90.48%	19	21	Tour guide behavior	X2
There is great apparent sincerity in the dimensions of travel motives	Very good	%85.71	6	7	Features of hotel services	Y1
	Very good	%85.71	6	7	Hotel service rating	Y2
	Very good	%85.71	12	14	Travel motives	Y
There is great apparent sincerity in all the paragraphs of the questionnaire	High	%83.75	31	35	All items of the questionnaire	

❖ Content validity test by the peripheral comparison of the behavior of the tour guide and the motives for travel: The method of validity of the content was followed by the peripheral comparison to prove the validity of the questionnaire paragraphs in representing the subject of the study (the behavior of the tour guide and its impact on the motives of travel - an exploratory study of the opinions of a sample of directors of tourism companies in the province of Baghdad). 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 achieved in the questionnaire data when the value of The calculated T is significant, and the

content validity method by the peripheral comparison is used to confirm that the question items for each of the studied sub-dimensions of the independent variable have the best representation, and the items within the dependent variable dimensions have the best representation.

The results of applying content validity in the peripheral comparison to the data of the study and through the data of statistical analysis and as presented in Table (2) in total were that the results are significant and confirm the fulfillment of the validity condition in the paragraphs of the questionnaire and its independent dimensions and its dependent dimensions and its variables (tour guide behavior) and (travel motives). Accordingly, the researcher, through the previous statistical analysis and the data of the application of the apparent validity method and the method of

content validity by comparison, concluded that the questionnaire represents the subject of the study tagged (the behavior of the tour guide and its impact on travel motives - an exploratory

study of the opinions of a sample of managers of tourism companies in the province of Baghdad) the best representation.

Table (2) Results of the content validity test by comparison

Analysis	probability value	-T TEST	Study variables	
Check the content validity condition in the dimensions of the behavior of the tour guide	0.000	6.887	Tour guide behavior characteristics	X1
	0.000	9.897	Tour guide skills	X2
	0.000	6.653	Factors specific to the behavior of a tour guide	X3
	0.000	9.391	Tour guide behavior	X
Check the content validity condition in the dimensions of travel motives	0.000	9.033	Features of hotel services	Y1
	0.000	5.296	Hotel service rating	Y2
	0.000	6.660	Travel motives	Y
Check the content validity condition in all paragraphs of the questionnaire	0.000	8.064	All items of the questionnaire	

❖ 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, and if the researcher repeats the measurement, he obtains the same results. Calculation of stability 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 (or their axes), which measure a subject whose vocabulary is assumed to be homogeneous, as well as the alpha coefficient can give you the correlation coefficient of each item with the total of the items The other and these transactions 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 suitable for research and studies in which the questionnaire is a reliable tool. The two methods were applied to the study forms, and the results are in the following table (3):

Table (3) results of the stability test

Interpretation	Guttman Split-Half Coefficient	Cornbach,s Alpha	Study variables
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Pass the two tests) There is stability) in the dimensional paragraphs	0.898	0.763	Tour guide behavior characteristics	X1
Pass the two tests) There is stability) in the dimensional paragraphs	0.832	0.838	Tour guide skills	X2
You pass one of the two tests	0.607	0.738	Factors specific to the behavior of a tour guide	X3
Pass the two tests) There is stability) in the dimensional paragraphs	0.747	0.857	Tour guide behavior	X
Pass the two tests) There is stability) in the dimensional paragraphs	0.758	0.801	Features of hotel services	Y1
You pass one of the two tests	0.507	0.691	Hotel service rating	Y2
Pass the two tests) There is stability) in the paragraphs of the variable	0.761	0.771	Travel motives	Y
Pass the two tests) There is great) stability in all the paragraphs of the questionnaire	0.779	0.835	All items of the questionnaire	

3.2. Descriptive analysis of identifying information for the study sample:

Through the previous results, it becomes clear to us that the study tool (the questionnaire) is stable to a good degree, which makes us apply it to the entire sample. Therefore, the descriptive analysis of the sample members was confirmed by Table (4) and it was as follows:

- 1) Gender: the number of males among the study sample was predominant, by (145), at a rate of (90.6%), while the number of females reached (15) only, at a rate of (9.4%), which indicates that the percentage of males working in the field is predominant Management of tourism companies, as an indicator in Table (4).
- 2) Age: The age group (35 years and less) constituted the highest number among the sample members, as their number reached (74), as they constituted (46.3%), while the number of those whose ages within the group (56 years and over) represented the lowest number among the sample members. And by (15) and they constituted (9.4%), as indicated in Table (4).
- 3) Academic qualification: The number of holders of a bachelor's degree in the studied

sample was the highest, reaching 101 at a rate of (63.1%), which confirms that the respondents possessed not a few academic experiences to answer the paragraphs of the questionnaire scientifically, and the number of PhD holders reached (12) at a rate of (7.5%), which is the lowest percentage, as shown in Table (4).

4) Experience: Those who had experience (1-5 years) in the studied sample were the highest, as their number reached (65) and at a rate of (40.6%), which confirms the respondents' possession of experiences that are not high, and the number of those with years of experience reached (16 years or more). At the rate of (3) for each of them, at a rate of (1.9%), which is a small percentage that could affect the answers of the sample, as shown in Table (4).

5) The company's experience in the field of tourism work: Those who have experience in the field of tourism work (1-5 years) in the studied sample were the highest, as their number reached (61) and a percentage (38.1%), and the number of those who have (16 years and over) reached (7) and at a rate of (4.4%), which is the lowest percentage, as shown in Table (4).

% The ratio	the number	Target groups	Variables
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%90.6	145	Male	Gender
%9.4	15	female	
% 100	160	Total	
%46.3	74	35 years and under	Age group
%31.3	50	36 – 45 years	
%13.1	21	46 – 55 years old	
%9.4	15	56 years and over	
% 100	160	Total	
%21.3	34	diploma	Academic achievement
%63.1	101	Bachelor's	
%8.1	13	Master's Degree	
%7.5	12	PhD	
% 100	160	Total	
%40.6	65	less than 5 years	Years of service
%37.5	60	6 - 10 years	
%20	32	11 - 15 years	
%1.9	3	16 years and over	
%100	160	Total	
%38.1	61	1- 5 years	The company's experience in the field of tourism work
%35.62	57	6 - 10 years	
%21.9	35	11 - 15 years	
%4.4	7	16 years and over	
% 100	160	Total	

3.3. The importance of the study variables (tour guide behavior) and (travel motives):

This paragraph refers to the statement of the answers of the sample, numbering 160, about the contents of the questionnaire questions related to the independent variable (the behavior of the tour guide), which includes (characteristics of the behavior of the tour guide, skills of the tour

guide, factors related to the behavior of the tour guide), and the approved variable (the motives of Travel), which includes (functions of travel motives, types of travel motives), as tables were adopted that show the directions of the sample answers for each paragraph and for each of the study axes, as the means, standard deviation and relative importance were used, according to the answer strength matrix.

Table (5) 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

1) Analysis of the study sample's responses to the independent variable (the behavior of the tour guide): The questionnaire of the study, in its axis of measuring the behavior of the tour guide, included (21) questions distributed on (3) dimensions, to find out the availability of the components of the behavior of the tour guide in the tourism companies (the study sample). The results of the sample answers to the axes (the behavior of the tour guide) were as follows:

A. Characteristics of the behavior of the tour guide: The value of the relative importance

reached (82.45%), which is a high percentage that confirms the agreement of the study sample on most of the paragraphs of this axis, as the mean of this axis was recorded (4.12), which falls within the period (3.40 to 4.19) and this means that the answers The sample is directed towards agreement, and standard deviation (0.916), which indicates the extent of homogeneity of the answers regarding (characteristics of the behavior of the tour guide) as in Table (6).

Table (6) Description of the sample responses to the first dimension paragraphs of the behavior of the tour guide

Relative importance %ce	standard deviation	Mean	paragraphs										Dimensions	
			5		4		3		2		1			
			Sample answers and percentages											
			%	f	%	f	%	f	%	f	%	f		
77.12	0.983	3.86	22.5	36	55	88	13.1	21	4.4	7	5	8	Q1	Tour guide behavior characteristics
86.88	0.761	4.34	46.9	75	45.6	73	2.5	4	5	8	-	-	Q2	
82.02	0.693	4.10	26.9	43	58.1	93	13.8	22	0.6	1	0.6	1	Q3	
81.40	1.128	4.07	41.9	67	40	64	9.4	15	0.6	1	8.1	13	Q4	
80.62	1.084	4.03	37.5	60	43.1	69	11.9	19	-	-	7.5	12	Q5	
84.74	0.765	4.24	39.4	63	48.1	77	10.6	17	0.6	1	1.3	2	Q6	
84.36	1.001	4.22	48.1	77	35.6	57	11.3	18	-	-	5	8	Q7	
82.45	0.916	4.12											Total	

The levels of importance of the dimension paragraphs (characteristics of the behavior of the tour guide) were distributed among the highest level of answer achieved by paragraph (Q2) with mean of (4.34) and a standard deviation of (0.761), and a relative importance of (86.88%)

to confirm that the agreement of most of the study sample on this The paragraph, with what is likely (dealing with tourists in all flexibility and smoothness to provide the best services to them), while paragraph Q1) achieved the lowest level of answer between the paragraphs

(characteristics of the behavior of the tour guide), as the value of the mean was (3.86) and the standard deviation was recorded (0.983), and a relative importance that formed (77.12%), to confirm this for most of the study sample members that (the behavior of the guide is affected by the strength of the motives of the tourist, his needs and desires).

B. Tourist guide skills: The relative importance value reached (77.96%), which is a

good percentage that confirms the agreement of the study sample on most of the paragraphs of this axis, as the mean of this axis was recorded (4.24), which falls within the period (4.2 to 5), which means that the sample answers Directed towards agreement strongly, and standard deviation (0.756), which indicates the homogeneity of the answers regarding (tour guide skills) as in Table (7).

Table (7): Description of the sample's responses to the paragraphs of the second dimension of the behavior of the tour guide

Relative importance %ce	standard deviation	Mean	paragraphs										Dimensions	
			5		4		3		2		1			
			Sample answers and percentages											
			%	f	%	f	%	f	%	f	%	f		
87.44	0.749	4.37	49.4	79	41.9	67	5	8	3.8	6	-	-	Q8	Tour guide skills
83.36	0.933	4.17	38.1	61	50.6	81	6.3	10	-	-	5	8	Q9	
83.74	0.702	4.19	35.6	57	47.5	76	16.9	27	-	-	-	-	Q10	
86.00	0.680	4.30	42.5	68	45	72	12.5	20	-	-	-	-	Q11	
84.02	0.632	4.20	31.3	50	58.1	93	10	16	0.6	1	-	-	Q12	
83.40	0.763	4.17	36.9	59	44.4	71	18.1	29	-	-	0.6	1	Q13	
87.44	0.836	4.29	-	-	36.9	59	13.1	21	-	-	1.9	3	Q14	
77.96	0.756	244.											Total	

The levels of importance of the dimension paragraphs (tour guide skills) were distributed between the highest level of answer achieved by paragraph (Q8) with mean of (4.37) and a standard deviation of (0.749), and a relative importance that formed (87.44%) to confirm that most of the study sample agreed on this paragraph, including likely (the tour guide's personal traits and mental abilities to be able to perform his work efficiently), while paragraph (Q14) achieved the lowest level of answer among the paragraphs of (tour guide skills), as

the mean value of it reached (4.29) and the standard deviation was recorded (0.836).), and a relative importance that constituted (37.76%) to confirm that the agreement of some members of the study sample) that achieving the company's marketing objectives is through direct contact with tourists and dealing with them constantly).

C. Factors related to the behavior of the tour guide: The value of the relative importance reached (83.58%), which is a high percentage

that confirms the agreement of the study sample on most of the paragraphs of this axis, as the mean of this axis was recorded (4.18), which falls within the period (3.40 to 4.19), which means that The sample answers are directed

towards agreement, and standard deviation (0.833), which indicates the homogeneity of the answers regarding (factors of the behavior of the tour guide) as in Table (8).

Table (8) Description of the sample responses to the paragraphs of the third dimension of the behavior of the tour guide

Relative importance %ce	standard deviation	Mean	paragraphs										Dimensions	
			5		4		3		2		1			
			Sample answers and percentages											
			%	f	%	f	%	f	%	f	%	f		
85.50	0.883	4.28	50	80	31.9	51	15.6	25	0.6	1	1.9	3	Q15	X3 Factors specific to the behavior of a tour guide
83.78	0.665	4.19	31.3	50	57.5	92	10.6	17	-	-	0.6	1	Q16	
86.28	0.720	4.31	43.8	70	45.6	73	9.4	15	0.6	1	0.6	1	Q17	
84.06	0.783	4.20	38.8	62	45	72	15	24	-	-	1.3	2	Q18	
81.32	0.758	4.06	26.3	42	57.5	92	14.4	23	-	-	1.9	3	Q19	
84.56	0.918	4.23	44.4	71	41.3	66	10.6	17	-	-	3.8	6	Q20	
79.56	1.107	3.98	35.6	57	43.1	69	13.1	21	-	-	8.1	13	Q21	
83.58	0.833	4.18											Total	

The levels of importance of the dimension paragraphs (factors related to the behavior of the tour guide) were distributed among the highest level of answer achieved by paragraph (Q17) with mean of (4.31) and a standard deviation of (0.720), and a relative importance of (86.28%) to confirm that the agreement of most of the study sample members on This paragraph is likely (mental, cognitive and perceptual aspects are the most important aspects of the personality of the tour guide), while paragraph (Q21) achieved the lowest level of answer among the paragraphs (factors related to the behavior of the tour guide), as its mean value was (3.98) and the standard deviation was recorded (1.107), and the

relative importance formed (79.56%) to confirm this agreement of some members of the study sample (the personality of the mentor is distinguished in terms of mental, cognitive and perceptual). Accordingly, it is clear from Table (9) that the value of the weighted mean of the variable (the behavior of the tour guide) amounted to (4.18), which falls within the period (3.40 to 4.19), and this means that the answers of the sample are directed towards agreement, with a standard deviation (0.835), which indicates the extent Homogeneity in the answers of the study sample regarding this variable, while the relative importance was recorded (81.33%), which is a high percentage that

confirms the agreement of the study sample on most of the paragraphs (the behavior of the tour guide).

Table (9): The importance level of the independent variable, the behavior of the tour guide

ranking	Response level of the sample	Relative importance %	standard deviation	weighted mean	variables	Symbol
The second	High	82.45	0.916	4.12	Tour guide behavior characteristics	X1
the third	High	77.96	0.756	4.24	Tour guide skills	X2
the first	High	83.58	0.833	4.18	Factors specific to the behavior of a tour guide	X3
independent	High	81.33	0.835	4.18	Tour guide behavior	X2

The measurement of the level of importance, the mean and the standard deviation of the independent variable (the behavior of the tour guide) showed that the largest share of the answers for the study sample was (the factors specific to the behavior of the tour guide), and this indicates the importance of the internal and external influences that result in the behavioral activities of the tour guide through (possession of The guide is a personal force and positive motives towards good work in the tourism company) and (the guide treats according to a perception based on information obtained from the community and from tourists to deal with them appropriately), then the characteristics of the behavior of the tour guide) which is represented in (the tour guide deals with humanity and responds to all types of Tourists) and (dealing with tourists in all flexibility and smoothness to provide them with the best services).

For a comparison between the axes (the behavior of the tour guide) in terms of relative importance, it is noted that the axis (the factors

related to the behavior of the tour guide) got the highest level of relative importance by (83.58%), and (the skills of the tour guide) recorded the lowest level by (77.96%).

2) Analysis of the study sample's responses to the dependent variable (travel motives): the study's questionnaire included in its axis of measuring travel motives (14) questions distributed on (2) dimensions, to find the availability of travel motives (the study sample), and the results of the sample answers were for themes (motives). travel) as follows:

A. The functions of travel motives: The relative importance value reached (81.34%), which is a high percentage that confirms the agreement of the study sample on most of the paragraphs of this axis, as the mean of this axis was recorded (4.07), which falls within the period (3.40 to 4.19), and this means that the sample's answers A trend towards agreement, and standard deviation (0.757), which indicates the homogeneity of the answers regarding (functions of travel motives) as in Table (10).

Table (10) Description of the sample's responses to the paragraphs of the first dimension for travel motives

Relative importance %ce	standard deviation	Mean	paragraphs										Dimensions	
			5		4		3		2		1			
			Sample answers and percentages											
			%	f	%	f	%	f	%	f	%	f		

80.20	0.968	4.01	31.9	51	46.9	75	16.3	26	-	-	5	8	Q2 2	Y1 travel motive jobs	
82.50	0.652	4.13	28.1	45	56.3	90	15.6	25	-	-	-	-	Q2 3		
83.00	0.491	4.15	20.6	33	73.8	118	5.6	9	-	-	-	-	Q2 4		
78.24	0.835	3.91	23.1	37	50	80	24.4	39	-	-	2.5	4	Q2 5		
83.36	0.818	4.17	35.6	57	50.6	81	11.3	18	-	-	2.5	4	Q2 6		
81.18	0.892	4.06	31.3	50	50.6	81	14.4	23	-	-	3.8	6	Q2 7		
80.88	0.643	4.04	18.8	30	68.8	110	11.3	18	-	-	1.3	2	Q2 8		
81.34	0.757	4.07	Total												

The levels of importance of the dimension items (travel motives jobs) were distributed among the highest level of answer achieved by paragraph (Q26) with mean of (4.17) and a standard deviation of (0.818), and a relative importance of (83.36%) to confirm this agreement of all study sample members on this paragraph, including likely (that the travel motives achieve a state of psychological balance and nervous calm for the tourist), while paragraph (Q25) achieved the lowest level of answer among the paragraphs (functions of travel motives), as its mean value was (3.91) and the standard deviation was recorded (0.835). And the relative importance of (78.24 percent), to confirm this, the agreement of most of the study sample

members on (that the motives for travel contribute to strengthening the behavior of the tourist and showing his talents and aspirations).

B. Types of travel motives: The relative importance value reached (80.06%), which is a high percentage that confirms the agreement of the study sample on most of the paragraphs of this axis, as the mean of this axis was recorded (4.00), which falls within the period (3.40 to 4.19), and this means that the answers of the sample Vector towards agreement, and standard deviation (0.991), which indicates the homogeneity of the answers regarding (types of travel motives) as in Table (11).

Table (11) Description of the sample's responses to the paragraphs of the second dimension of travel motives

Relative importan %ce	standard deviation	Mean	paragraphs										Dimensions
			5		4		3		2		1		
			Sample answers and percentages										
			%	f	%	f	%	f	%	f	%	f	
85.10	0.593	4.25	31.3	50	63.8	102	4.4	7	-	-	0.6	1	Q2 9

77.30	1.096	3.86	25.6	41	53.8	86	11.3	18	-	-	9.4	15	Q3 0	Types of travel motives
80.86	1.036	4.04	33.1	53	53.1	85	6.3	10	-	-	7.5	12	Q3 1	
79.90	1.200	3.99	39.4	63	41.9	67	8.1	13	-	-	10.6	17	Q3 2	
79.82	0.876	3.99	26.9	43	52.5	84	16.3	26	1.3	2	3.1	5	Q3 3	
76.62	1.195	3.82	34.4	55	33.8	54	21.3	34	1.3	2	9.4	15	Q3 4	
80.80	0.944	4.04	27.5	44	61.3	98	5	8	-	-	6.3	10	Q3 5	
80.06	0.991	4.00	Total											

The levels of importance of the dimension paragraphs (types of travel motives) were distributed among the highest level of answer achieved by paragraph (Q29) with mean of (4.25) and a standard deviation of (0.593), and a relative importance of (85.10%) to confirm that most of the study sample agreed on this paragraph, including likely (that the spiritual motive of the tourist is an important incentive to push him to visit religious places), while paragraph (Q34) achieved the lowest level of answer among the paragraphs (types of travel motives), as the mean value was (3.82) and the standard deviation was recorded (1.195), And the relative importance that formed (76.62%), to confirm this, the agreement of some members of the study sample on (that the tourist practices

multiple forms of behavior within the sports or tourist places).

Accordingly, it is clear from Table (12) that the weighted mean value of the variable (travel motives) amounted to (4.04), which falls within the period (3.40 to 4.19), and this means that the answers of the sample are directed towards agreement, with a standard deviation (0.874), which indicates the extent of homogeneity In the answers of the study sample regarding this variable, while the relative importance was recorded (80.70%), which is a high percentage that confirms the agreement of the study sample on most of the items (travel motives).

Table (12) level of importance of the dependent variable travel motives

ranking	Response level of the sample	Relative importance %	standard deviation	weighted mean	variables	Symbol
the third	High	81.34	0.757	4.07	travel motive jobs	Y1
The second	High	80.06	0.991	4.00	Types of travel motives	Y2
dependent	High	80.70	0.874	4.04	travel motives	Y

The measurement of the level of importance, the mean and the standard deviation of the dependent variable (travel motives) showed that the largest share of the answers for the study sample was (travel motive functions), and this indicates the importance of (stimulatory,

directive and reinforcement functions...etc) through (contribute to activating and motivating Tourist behavior in the right direction), then (types of travel motives), which are (religious, ethnic, family, health and hospital, recreational, historical, cultural, sports, economic, etc.)

through (providing a tourist environment suitable for stimulating travel and tourism to various therapeutic and hospital areas). For a comparison between the axes of (travel motives) in terms of relative importance, it is noted that the axis (functions of travel motives) got the highest level of relative importance at (81.34%), and the axis (types of travel motives) recorded the lowest level at (80.06%).

3.4. Test hypotheses of the study: The hypotheses of the study will be tested through the following paragraphs:

- 1) Testing the hypotheses of correlation
- 2) Impact hypothesis testing
- 3) Sequential regression test

1) **Correlation hypothesis test:** To test the hypotheses of the correlation between (the behavior of the tour guide) and its dimensions with (travel motives) and its dimensions, 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 The level of significance used in the study is equal to (0.05), which confirms the validity of the correlation hypothesis with a confidence 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, and will test in this paragraph the following hypotheses:

❖ The first main hypothesis: (there is a significant statistically significant correlation between the behavior of the tour guide and the motives for travel) and three secondary hypotheses emerge from it, as follows:

- a) There is a significant statistically significant correlation between the characteristics of the behavior of the tour guide and the motives for travel.
- b) There is a significant statistically significant correlation between the skills of the tour guide and the motives for travel.
- c) There is a significant statistically significant correlation between the factors related to the behavior of the tour guide and the motives for travel.

The results of the tests according to table (13) were as follows:

❖ The results of testing the first main hypothesis:

A. Acceptance of the secondary hypothesis emanating from the second main hypothesis that (there is a significant statistically significant correlation between the characteristics of the behavior of the tour guide and the motives for travel) with a confidence percentage (95%), as the calculated Z value reached (5.621), which is significant, while the value of Correlation coefficient (0.445 *) to establish that direct correlation between the characteristics of the behavior of the tour guide and the motives for travel, according to the opinions of the study sample.

B. Acceptance of the secondary hypothesis emanating from the second main hypothesis that (there is a significant statistically significant correlation between (tour guide skills and travel motives) with a confidence percentage of (95%), as the calculated Z value reached (3.273), which is significant, and the value of the coefficient was recorded Correlation (0.259 *) to establish that there is a weak direct correlation between the skills of the tour guide and the motives for travel, according to the opinions of the study sample.

C. Acceptance of the secondary hypothesis emanating from the second main hypothesis that (there is a significant statistically significant correlation between the factors related to the behavior of the tour guide and travel motives) with a confidence percentage (95%), as the calculated Z value reached (6.037), which is significant, and the value of Correlation coefficient (0.478 *) to establish that there is a direct correlation between the factors related to the behavior of the tour guide and the motives for travel, according to the opinions of the study sample.

D. Acceptance of the second main hypothesis that (there is a significant statistically significant correlation between the behavior of the tour guide and the motives for travel) with a confidence percentage (95%), as the calculated Z value amounted to (6.441), which is significant, while the value of the correlation coefficient was recorded between (0.51 *) to establish a correlation between the two variables (the behavior of the tour guide) and (the motives for travel).

Table (13) results of testing the first main hypothesis

Interpretation	Z . test		The correlation coefficient between two variables	dependent variable	The second independent variable	
	P value	Calculated Z value			travel motives	Dimensions of the independent variable
There is a direct correlation between the characteristics and motives for travel with the acceptance of the first secondary hypothesis	0.000	5.621	0.445*	travel motives		
There is a positive but weak correlation between skills and travel motives with acceptance of the second secondary hypothesis	0.001	3.273	0.259*		Tour guide skills	
There is a direct correlation between special factors and travel motives, with acceptance of the third secondary hypothesis	0.000	6.037	0.478*		Factors specific to the behavior of a tour guide	
There is a direct correlation between the behavior of the tour guide and the motives for travel, while accepting the second main hypothesis	0.000	6.441	0.51*		Tour guide behavior	
* Indicates that the relationship is significant between the two variables at the 0.05 . significance level						

2) Impact hypothesis test: The F-test was applied to find out the significance of the effect of the independent variable (the behavior of the tour guide) on the dependent variable (travel motives), so if the probabilistic value was Sig. Less than the level of significance of (0.05), this indicates the presence of a significant effect, and vice versa, and if the calculated value (F) is greater than its tabular value, the probability indicates the presence of a statistically significant effect and vice versa, and the value of the coefficient of determination (R²) was also extracted.) which shows the ratio of the interpretation of (the independent variable) to the variable (motivation to travel), and the Mahalanobis test was conducted and found its value (17.825) which is smaller than the tabular value of χ^2 of (124.342), which explains the absence of outliers and it is possible to conduct multiple regression tests, and to know the effect of the variable (behaviour). The tour guide) in

the variable (travel motives) and its interlocutor, the test was conducted on the following hypotheses:

❖ The second main hypothesis: (there is a significant and statistically significant effect of the behavior of the tour guide on the motives for travel) From it emerge secondary hypotheses, as follows:

a) There is a statistically significant effect of the characteristics of the behavior of the tour guide on the motives for travel.

b) There is a statistically significant effect of the skills of the tour guide on travel motives.

c) There is a statistically significant effect of the factors related to the behavior of the tour guide on the motives for travel.

❖ The results were according to Table (14) as follows:

A. There is a statistically significant effect of the variable (characteristics of the behavior of the tour guide) on (travel motives), as the

calculated F value amounted to (39.020), which is significant, and this means that the hypothesis is accepted (there is a statistically significant effect of the variable (characteristics of the behavior of the tour guide) in (the motives Travel) and the value of the coefficient of determination was (0.20%), which indicates the percentage of influence and contribution (characteristics of the behavior of the tour guide) in (travel motives).

$$\hat{Y} = 2.532 + 0.364 x_1$$

B. There is a statistically significant effect of the variable (tour guide skills) on (travel motives), as the calculated F value reached (11.335), which is significant, and this means acceptance of the hypothesis (there is a statistically significant effect of the variable (tour guide skills) in (travel motives) The value of the coefficient of determination was (0.10%), which indicates the percentage of influence and contribution of (tour guide skills) in (travel motives).

$$\hat{Y} = 2.933 + 0.259 x_2$$

C. There is a statistically significant effect of the variable (factors related to the behavior of the tour guide) in (travel motives), as the calculated value of F amounted to (46.900), which is significant, and this means that the hypothesis is accepted (there is a statistically significant effect of the variable (factors of the behavior of the tour guide) in (the motives). Travel) and the value of the coefficient of determination was (0.23%), which indicates the percentage of influence and contribution (factors related to the behavior of the tour guide) in (travel motives).

$$\hat{Y} = 1.950 + 0.498 x_3$$

D. There is a statistically significant effect of the variable (tour guide behavior) on (travel motives), as the calculated F value amounted to (55,672) and it is significant and this means acceptance of the hypothesis (there is a statistically significant effect of the variable (tour guide behavior) in (travel motives) The value of the coefficient of determination was (0.26%), which indicates the percentage of influence and contribution (the behavior of the tour guide) in (the motives for travel).

$$\hat{Y} = 1.443 + 0.620 x_2$$

Table (14) results of testing the impact hypotheses of the behavior of the tour guide on travel motives

Interpretation	F- test			The coefficient of determination R ²	regression coefficient β	fixed limit à	Variables	
	P value. sig.	tabular	calculated				dependent variable	independent
There is an effect	0.000	3.8415	39.020	0.20	0.364	2.532	travel motives	Tour guide behavior characteristics
There is an effect	0.001		11.335	0.10	0.259	2.933		Tour guide skills
There is an effect	0.000		46.900	0.23	0.498	1.950		Factors specific to the behavior of a tour guide
There is an effect	0.000		55.672	0.26	0.620	1.443		Tour guide behavior

The previous table shows the value of the coefficient of determination (0.26%), meaning

that the independent variable explains the variance in (travel motives) by 0.26%. The test

shows the significance of the regression and we note the sig value. It is (0.000), which is less than 0.05. 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:

There is a significant and statistically significant correlation between the characteristics of the behavior of the tour guide and the motives for travel, and that there is a significant and statistically significant correlation between the skills of the tour guide and the motives of travel, and it has been proven that there is a significant correlation relationship with statistical significance between the factors related to the behavior of the tour guide and the motives of travel, as well as There is a significant statistically significant correlation between the behavior of the tour guide and the motives for travel, and that there is a statistically significant effect of the variable (characteristics of the behavior of the tour guide) in (travel motives), in addition to the presence of a statistically significant effect of the variable (tour guide skills) in (travel motives).), and there was a statistically significant effect of the variable (factors related to the behavior of the tour guide) in (travel motives), and finally it was proven that there was a statistically significant effect of the variable (tour guide's behavior) in (travel motives).

The results confirmed that the variables (characteristics of the behavior of the tour guide) and (factors of the behavior of the tour guide) achieved the highest impact value in the variable of the first dimension of the dependent (functions of travel motives). And the results confirmed that the variables (characteristics of the behavior of the tour guide) and (factors of the behavior of the tour guide) achieved the highest impact value in the second dimension variable of the dependent (types of travel motives), and this indicates that the influences (internal and external) that result in the behavioral activities of the tour guide affect In the types of motives the tourist has to travel.

The independent variable (the behavior of the tour guide) achieved a high impact value in the dependent variable (the motives for travel), and

this indicates that the tour guide, by dealing with the tourists with all flexibility and responsiveness and dealing with them with all humanity, enhances the motives of travel among the tourists.

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