



Ethical behaviors of tourism service providers and their impact on attracting tourists

(Sample of human resources at Baron Hotel)

Review article

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Abstract

These behaviors are innate in humans, and are therefore mentioned in the Holy Quran. Which is considered a practical, systematic and scientific constitution, on which man depends in his social life. Therefore, ethical behaviors do not only exist in one part of life, but rather exist in every aspect of a person's life. Including the practical and scientific journey, which contains qualities that a person possesses, especially a tourist in the tourism sector. It is also one of the important topics in tourist hotels, which are described according to the services provided in them and according to the international and local standards of the tourism sector. It has many different types and practices, including: Honesty, Justice and respect, Integrity means honesty. Just as there are fixed practical behaviors in human classification, There are positive laws that govern these behaviors. In order to develop and advance the tourism sector, ethical behaviors have a significant role and impact in achieving tourist satisfaction. Which is reflected in his attraction to these tourist sites, as the tourist receives the services that meet his requirements. If he finds it of high quality in good treatment and polite behavior, he will visit those destinations, which affects the The subject of ethics in tourism organizations is one of the most difficult . increase in numbers or not administrative behaviors . The survival or continuity and growth of these organizations is largely related to environmental change and the focus on the human element. Therefore, human resources and their behavior in the environment of the tourism organization always need to be developed and improved to maintain the degree of competition between global tourism organizations. The behavior of tourism service providers is considered a basic social psychology and interacts with individual behaviors and produces positive or negative interaction, and is completely reflected in the tourism organization . We often come across these terms, and I will present some common definitions that differ in their sources, and then I will



focus on the most appropriate concept for tourist hotels. Before referring to the concepts of ethical behaviors, we must talk about the concept of hotels and hotel service . The hotel is known linguistically: Hotels, plural of hotel, means the place that receives tourists and travelers for a certain fee . As for the term, it is an institution that practices several activities to accommodate tourists and provide services related to accommodation. (Hassan, 2007: 36) .

Keywords : Service, Human resources, Tourism investment

Definition of hotel:

It is also known as the place where the resident, tourist, guest, client or guest obtains all the services that he can obtain in his home, but in exchange for a fee agreed upon in advance (Hafez, 2010: 20) .

According to the two definitions of the hotel that were presented, the researcher can find an operational concept for the hotel: it is the house in which the tourist resides during his trip and obtains all the agreed-upon services in return for a specific fee and a specific period of time

Since the hotels in the world, especially in the study area of Karbala, have developed according to their purposes, goals and nature, it has become necessary to address the classifications of tourist hotels, which are as follows

It receives great tourist attention from visitors to this holy city, and accordingly, it is necessary to know the ethical behaviors of service providers there

Ethical behaviors: means a set of rules and principles to which a person is subject in his actions and to which he resorts in dividing his behavior (J.D, 2008:45) .

Al-Alaq defined it as: the specific and organized regulations for the behavior that employees must perform, in a service, profession, or job, and through which the correct or incorrect action or procedure is determined. Behaviors may be subject to modification processes for the requirements of the marketing or investment environment in an effort to achieve strategic goals (40: 2001 ,Al-Alaq) .

Jamal bin Saleh defined it as: Continuous guidance from values and principles that mean how the practitioner should behave appropriately when practicing the profession. (Jamal bin Saleh, 2021: 86)

Through the above definitions, we can say that it is a set of controls, instructions, procedures and laws set by the tourism organization for the profession to be practiced by workers for the purpose of achieving the desired and praised behavior by the tourist

The hotel interest is one of the most important interests in the labor market, and accordingly, many hotels set ethical and professional controls and instructions to control the behavior of the worker with the tourist and hold him accountable in the event of a violation, and they try to organize the relationship between workers and tourists. In view of the importance of hotel work and the behavior of its workers, the international company Melia has set a set of hotel service behavioral ethics, which requires all workers to adhere to those rules and regulations prevailing in the hotel in order to provide the best services with high quality. We review from them (Leslie 2005: 33) The tourist guest has the right, provided that he .respects the rules and regulations of the hotel, and he should be treated according to this standard

- A. .Meet the guest with a smile, respect and kindness
- B. .You must adhere to good morals and avoid flattery
- C. Providing assistance to the tourist with all politeness and respect and dealing with him in a calm and low voice.
- D. Speed of service delivery in record time .
- E. .Priority is given to tourists when exiting or entering corridors or elevators
- F. Do not smoke, eat or drink in front of tourists or guests
- G. Do not joke or be overly polite with tourists
- H. Providing good service when requested. (Official, 2019: 706)

Conclusions and recommendations

First: Conclusions

The researcher reached a set of conclusions according to the results obtained in the applied aspect of the :research, which were as follows

1. There is a clear interest from the management of the Baron Hotel for the sample studied in involving workers in training courses, but it lacks specialized courses at both the internal and external levels. This is reflected in the development of their skills and capabilities, which achieves a .state of satisfaction among them, and achieves value for the targeted tourists
2. There is a convergence in the opinions of the researched sample regarding the stages of ethical behaviors, through their focus on providing the information that the tourist needs to gain his .satisfaction



3. A clear indication of the tourist's need to use modern technology in providing tourism services to .keep pace with tourism developments and suit the tastes of tourists
4. Not knowing the tourist and achieving his satisfaction through the post- purchase stage, which indicates the keenness of the management of the sample studied to achieve tourist satisfaction and .build strong relationships to purchase new services
5. The Baron Hotel management is focused on satisfying tourists, which is the basis of its vision and .operational mission
6. The employees of Baron Hotel have the right mindset to work with the hotel management system .and this is closely related to the integration process
7. The variable of ethical behaviors has the right to have an influential force on the behavior of the tourist, so the variable enhances the achievement of goals among current tourists and gains their .loyalty
8. The tourist variable, in all its types and patterns, is interested in knowing the purchasing behavior to .achieve the process of purchasing tourist services and also work to gain his loyalty

:Second: Recommendations

1. The study sample management's interest in developing its employees through specialized training courses in the fields of the art of dealing, etiquette, and strategic marketing to develop their skill . capabilities. Innovative
2. The increasing interest in tourists' opinions on tourism services and the provision of questionnaires .to enhance these services and through feedback
3. Working to spread the organizational culture in order to achieve integration between the parts of .the system
4. The researcher recommends that the Baron Hotel management make optimal use of technology and keep pace with technical and technological development in tourism work, given the hotel's . importance in this regard
5. Working to increase hotel information and knowledge, especially tourism information, for the purpose of achieving complete tourist satisfaction and strengthening the tourism relationship to .purchase new services in the future

6. Developing alternative plans to confront any emergency that could hinder the progress of the .tourism process, which would maintain market competition in the hotel industry
7. The Baron Hotel management's awareness of tourists' psychology and behaviors will be a .contributing factor in achieving the goals and retaining the hotel's patrons
8. The management of Baron Hotel should pay attention to the purchasing power of the tourist and the services provided to him during his trip or during his stay. This reflects a positive image for him when he knows that

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