



The Relation between Total Quality and Tourist Marketing Mix and their Effect on Achieving Outstanding Performance: An Analytical Study of the Opinions for a Sample of Employees in the Department of Religious Tourism - Holy Abbas Shrine

Ahmed Abbas Tawafan *

ahmed.abbas@uokerbala.edu.iq

Ali Tuama Hassan Al-Bdairi **

ali.tomah@uokerbala.edu.iq

Moslim Ali Obieas Al- Shamari ***

moslim.a@uokerbala.edu.iq

1,2,3- University of Kerbala - College of Tourism Sciences

Abstract

The present study aims at exploring the relationship between the three main variables, namely; the overall quality, marketing mix and outstanding performance. This is from the employees' views who are working in Department of Religious Tourism at the Holy Abbas Shrine in Karbala. The paper adopts descriptive and analytical method. In order to achieve the research objectives, (60) questionnaires have been distributed to a sample of employees of the Department of Religious Tourism - Holy Abbas Shrine in Karbala. The paper tries to validate three hypotheses what are the relation between total quality and tourist marketing mix , total quality and outstanding performance and the effect of tourist marketing mix on outstanding performance. After analyzing the results, it is confirmed that there is a positive correlation between these three axes of the study.

Keywords: Total Quality - Marketing Mix - Outstanding Performance.

Introduction

Today, tourism is considered a trade and industry all around the world. Business organizations should focus on the application of total quality to the products and services provided that are able to satisfy all customers, depending on their components in (focusing on customer satisfaction, continuous improvement, human element, change management, employee participation and development, strategic planning, management objectives). This can be attained by creating a tourist marketing mix (product, price, location, promotion, service personnel, processing, and tourist satisfaction) so as to achieve a competitive advantage among the competitive business environment that gives it added value in the target markets to meet the needs of customers and achieve their satisfaction through a set of fundamentals that represent the main requirements necessary to provide outstanding performance (strategic construction, customer orientation, customer focus) to ensure the continuity, survival and development of these organizations.

Despite differences concerning the size of the institutions and the quality of the product or the type of external environment of the organizations, the fundamental values of the overall quality dimensions that all organizations seek to achieve enter into the process of designing the marketing



mix, which is an important and influential factors in the decision of consumer purchase, and customer satisfaction. Thus all organizations seek to achieve excellence in all their administrative and productive work.

Methodology of the Study

1.1 The Problem

The study attempts to answer the following questions:

- 1 - Is the overall quality management and tourist marketing mix have an effect and importance in achieving outstanding performance?
- 2-Does the research sample realize the importance of total quality management and tourist marketing mix in achieving outstanding performance?
- 3 - What is the importance of the study variables (total quality management, tourism marketing mix, outstanding performance of the research sample)?

1.2. The Value

- 1 . The importance of research comes from the interest of the sample concerning the importance of total quality management and tourist marketing mix in achieving outstanding performance.
- 2 . The possibility of contributing in the development of some solutions of the problems faced by the sample under investigation and thus increase its efficiency in providing tourist services through achieving outstanding performance.
- 3 . Seeking to link the research variables (total quality management and tourism marketing mix in achieving outstanding performance).

1. 3. Aims of the Study

- 1.Highlighting the theoretical background in relation to the research variables (total quality management and tourist marketing mix in achieving outstanding performance).
2. Assessing the correlation and impact between the overall quality and outstanding performance.
3. Testing the correlation and effect between the tourist marketing mix and outstanding performance
4. Examining the contact and impact between the overall quality, tourist marketing mix and outstanding performance

1. 4. Scheme of the Study

In the light of the problem and its objectives of the study and to fulfill the research requirements, theoretical and practical framework have been designed a hypothetical model which refers to the logical relations between the research variables and as shown in Figure (1), and the diagram refers to two types of variables:

Independent variable: It is the components of total quality (focus on the customer - continuous improvement - culture and change management - the human element - employee participation and development - strategic planning - management objectives).

The dependent variable (1): the elements of the tourist marketing mix (product - price - place - promotion - service staff - processing - satisfaction of tourists).

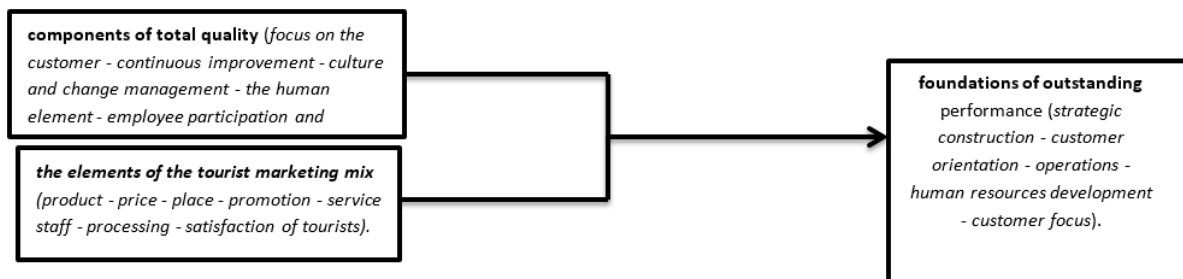
The dependent variable (2): represented by the foundations of outstanding performance (strategic construction - customer orientation - operations - human resources development -

customer focus).

1.5. The Hypotheses

It is hypothesized that:

1. There is a close correlation between tourism marketing mix and outstanding performance.
2. It is expected that there is a significant connection and impact between total quality management and the tourism marketing mix in a society in the outstanding performance.
3. Comprehensively, it is anticipated that there is a contact and effect between total quality management and the tourism marketing mix in the outstanding performance.



1.7 Statistical Methods

A set of statistical tools have been used in the analysis of the questionnaire and they include the following: (Arithmetic mean - standard deviation - correlation coefficient Pearson - statistical program SPSS).

Total Quality Management

2.1 The Concept of Total Quality Management

All business organizations have an interest concerning leading brand companies and service delivery organizations in order to continuously improving quality, maximizing competitiveness and ensuring the delivery of goods. Total Quality Management (TQM) and its abbreviation (TQM) can be defined as the continuous effort of both management and staff in the organization, to ensure the loyalty and satisfaction of customers for an extended period of time ⁽¹⁾. It is based on the following words: Management means planning, organizing, directing and controlling all activities related to the implementation of quality, as well as supporting quality activities and providing the necessary resources ⁽²⁾.

The American National Standards Institute deals with it as a set of features and characteristics of a product or service that makes it able to meet certain needs ⁽³⁾. Jablonsky remarks that it is “a collaborative form of doing business by mobilizing the talents and abilities of both employees and management to continuously improve productivity and quality, using teams.” ⁽⁴⁾ John Oakland says that it is the means by which an organization is managed to develop its efficiency, resilience and competitive position across the business as a whole ⁽⁵⁾.

TQM collects and integrates the processes utilizing the use of basic management techniques, current efforts to improve and develop, and various technical tools within a structured approach to achieving the organizations objectives and developing them ⁽⁶⁾. Depending on the foregoing

discussion, TQM can be defined as a cooperative effort of both senior management as well as enterprise staff to formulate effective strategies and policies to deliver high quality products and services, increase market share and improve relationship with suppliers.

2.2 The Importance of Total Quality

Quality is a standard of perfection that is controlled by knowing whether one has done what is intended to provide on time and how one has determined that it meets the needs of the customers for goods or services and the way in which one provides that service or work one can say that one has achieved quality objectives⁽⁷⁾. People often deal with the term quality when they are talking about the performance of institutions and commercial companies. Every successful company seeks to develop and excel works to apply the concept of quality to achieve success in its work⁽⁸⁾.

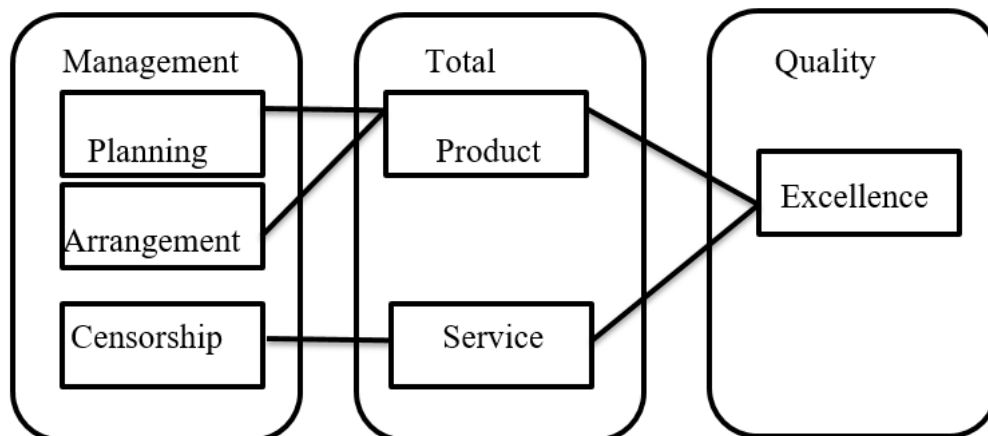


Figure (2) - Components of total quality - prepared by researchers formulation

TQM significance lies in the following: ⁽⁹⁾

1. Increase productivity and reduce cost.
2. Achieve customer satisfaction and provide the best products to the customer.
3. Strengthen the reputation of the organization through the quality of its products ⁽¹⁰⁾.
4. The ability to attain global competitiveness.
- 5- increase the marketing of the institution through preparing high quality products.
- 6- Improving the reputation of the institution ⁽¹¹⁾.
- 7- Changing the employee's behavior who are working in the of the institution.

Integrated quality management has a philosophy and set of principles that are the basis for continuous improvement of the organization. This system encompasses and affects all people in the



organization, in a TQM-client environment, its satisfaction is at the heart of the organization's focus, customer focus, continuous improvement. Added to that, the partnership relies on three fundamental principles of total quality management. These three principles are in (*leadership, education, and structure*)⁽¹²⁾.

2.3 Benefits of Applying Total Quality Management

The use and application of certain administrative principles and the interest of senior management in the application and use of those principles have certain benefits, the most important ones are as follows:⁽¹³⁾.

- 1- Improving the quality of services and goods produced.
- 2 - Raising the level of employees' performance in the institution.
3. Reducing service and operating costs.
- 4 - Working to improve and develop methods and methods of work⁽¹⁴⁾.
- 5 - Increasing loyalty and belonging to employees of the institution.
6. Efficiency of the process leading to improve profits for each product or service⁽¹⁵⁾.

2.4 Components of Total Quality Management

The basic values of TQM components are represented as follows:⁽¹⁶⁾

1. Focus on customer's satisfaction.
2. Continuous improvement.
- 3 - Culture and change management.
4. The human element.
5. Staff participation and development⁽¹⁷⁾.
6. Strategic Planning⁽¹⁸⁾.
7. Management by objectives.

2.5 Dimensions of Total Quality

Depending on the size of the organization, the type of product manufactured and the external environment of the organization, the dimensions of quality may vary and they are as follows:⁽¹⁹⁾

1. Performance
- 2 - Appearance
3. Conformity
4. Reliability
5. Durability
6. Serviceability
7. Aesthetic
8. Response

Table (1) dimensions of quality



performance	The basic product characteristics such as color clarity for images.
features	Secondary product characteristics and represent the qualities added to the product as a remote control.
Conformity	as per required specifications or industry standards.
Reliability⁽²⁰⁾	The probability that the product will continue to function efficiently without disruption over a certain period of time.
Durability	Durability of product life expectancy.
Serviceability	extent of the possibility of repairing the product in terms of difficulty and high cost and the length of time required for repair.
(21) Aesthetics	is a personal dimension towards clothing and luxury goods.
Response	ability of the organization to provide the appropriate service and at the speed to achieve the benefit of that service.

Tourist Marketing Mix

3.1 The Concept of Marketing Mix

Marketing mix is the process of designing and integrating different elements of marketing in a way that ensures the achievement of the objectives of the organization. It consists of seven elements which are as follows:

1 - Product: concerned with the value added by the product to the user and the overall shape and packaging properly and conveniently⁽²⁰⁾.

2. Price: which can be defined as the value paid by the consumer to the seller of the good or service for the purpose of obtaining it⁽²¹⁾.

Price is also seen as the amount of material and moral sacrifice that an individual incurs for. Pricing is the process by which an enterprise determines access to a good or service for the price of a good or service.

3 - Place: means the where the customer gets the product, or is the process of distribution of the product where the place must be convenient for the customer, i.e.(availability of the product in the place and time and the right quality, taking into account the acceptable cost level where the delivery of the product is one of the most important criteria selection of processors⁽²²⁾.

4 - Promotion: is all the methods used to inform customers about services or goods, and the means used to sell them, and various companies are keen to try many ways in order to promote their services and products, and whatever method of promotion used in the work environment must be careful to develop sales, offers, and strategies used in advertising⁽²³⁾.

5. Personnel: staff are the keys to deliver service to customers. In addition, this factor refers to service personnel who produce and deliver the service, for a long time, services involve personal interactions between customers and site staff and have the power to influence the customer's perception of the quality of the service or services provided⁽²⁴⁾.

6. Process: effective management of service processes increases the level of customer satisfaction and leads to repetition of purchases and service performance that is similar to the production of goods. However, the service works and the process is running at time consumed by the customer thus making it an essential part of the production process⁽²⁵⁾.

7- Tourists' Satisfaction: in tourism, satisfaction is an emotional state of mind for a tourist after an experience. Actually, it is not based on attribute as it is in experimental case and emotions may



interfere or act as an intermediary between them in performance and satisfaction. There is a positive relationship between perceived value and satisfaction in tourist context ⁽²⁶⁾.

3.1 The Value of Tourist Marketing Mix

The marketing mix is one of the direct factors affecting the consumer purchase decision, since the latter goes behind several stages before making a purchasing decision. The institution must be aware of the factors affecting it, and must take advantage of the opportunity to attract this consumer towards them and make a positive decision to acquire the product in ultimately focusing on achieving consumer satisfaction and not stopping at the point of sale only ⁽²⁷⁾.

The importance of tourism marketing is highlighted in providing the best tourist services through tourism promotion channels to achieve psychological satisfaction and pleasure for tourists so as to create desire and motivation to consume the tourist product.

It also outlined the value of tourist marketing through the adoption of a traditional or electronic marketing strategy through advertising channels to promote tourist products or services to attract applicants of that service or product ⁽²⁸⁾.

Tourist marketing has a great impact on social levels, because it is an opportunity to exchange knowledge and build relationships. It is also due to the mixing of tourists with all cultural levels and through the achievement of intellectual development and raise the standard of living.

3.2 Characteristics of Tourist Marketing

1- Identifying the tourist groups expected to be contacted through the tourist offices located in the areas to be marketed, and estimating the different demand among the members of these groups ⁽²⁹⁾.

2 - Continuous communication with customers and stay informed and full understanding of their needs, desires and preferences, and try to provide goods and services that suit them ⁽³⁰⁾.

3- Building a comprehensive marketing strategy related to the tourist product, price, promotion and distribution, taking into consideration the target market, marketing objectives and current and expected environmental variables ⁽³¹⁾.

4 - Satisfying the needs and desires of the tourist consumer of services. It requires the creation of an effective marketing mix different from the marketing mix of goods and its basic elements ⁽³²⁾.

Outstanding Performance

4.1 The Concept of Outstanding Performance

All organizations seek to achieve excellence in all administrative and productive work. Thus, there is an urgent need for taking effective steps in the improvement through the quality of work and production, in order to apply for a competitive position to put the organizations in the best location for excellence. An alternative to attain this success is to work and identify different goals in managing a modern strategy that identifies weaknesses and analyzes the strengths of the organization ⁽³³⁾.

Excellence is a state of creativity and organizational excellence, which achieves extraordinary levels of performance and implementation of the production, marketing, financial and other processes in the organization, resulting in achievements that exceed those of competitors, and customer satisfaction ⁽³⁴⁾. Excellence is the practice in managing, organizing and delivering results based on key concepts which include: *results orientation*, customer focus, leadership and processes and proof of facts, engaging people, continuous improvement and innovation ⁽³⁵⁾.



Excellence can be defined as the result of high performance that can be achieved by the organization and providing products and services of high quality and creativity so as to achieve customer satisfaction and sound financial performance and a high degree of adaptation⁽³⁶⁾. The adoption of excellence management organizations is now an indispensable necessity. It is not optional for any organization to seek to implement excellence management if it is keen on its continuity and progress. It must respond to the developments that support excellence as it is able to bring the organization to safety in light of intense competition⁽³⁷⁾. Excellence means creativity, excellence and innovation and achieve a competitive advantage through the organizational climate in directing the renewed thought to accomplish in the work of new things and put forward creative ideas of all what is developed and new.

4.2 The Importance of Outstanding Performance

Outstanding performance is what helps business organizations in achieving their strategic objectives through competitive advantage in applying the principles of total quality to increase the market share of the organization through the following:

1. Outstanding performance helps the organization to set the standards necessary to develop its mission⁽³⁸⁾.
2. Lead to the detection of efficient elements and put them in the appropriate locations as well as identify the elements that need support and development to improve their performance⁽³⁹⁾.
- 3 - Excellence depends on the availability of skills and abilities of a high level of leaders. They have the ability to innovate in a way that allows them to achieve excellence in performance⁽⁴⁰⁾.
4. Excellence is the ability of an organization to achieve its objectives through the use of available resources in an efficient and effective manner.

4.2 Foundations of Excellence Management

There are a set of foundations that represent the main requirements to provide excellent management.

- 1- Strategic Building: It reflects the Foundations directions and future directions; it also includes several elements to be adopted which are (strategy - mission - values - vision - mission - plans)⁽⁴¹⁾.
2. Customer orientation: The customer is the main driver of the institution's activities or its demise⁽⁴²⁾.
3. Operations: Manage all activities produced within the organization and review the working methods continuously and work to modify them for continuous improvement and development to reach excellence⁽⁴³⁾.
4. Human resources: Provide a sophisticated system of human resources management, between the rules and mechanisms for planning, attracting and training of human resources, development and guidance performance⁽⁴⁴⁾.
5. Customer Focus: Through customer loyalty and retention, good reputation, employee motivation, competitive advantage⁽⁴⁵⁾.

Data Analysis

This section includes the following axes:

5.1- Characteristics of the individual sample research

The researchers distribute 60 questionnaires forms which include a sample of employees in the Department of Religious Tourism - the Abbas holy shrine, where all the distributed forms are retrieved and after reviewing, the forms have been found valid for the purposes of statistical analysis,

i.e. they meet all the basic elements of the analysis. The tables below describe the characteristics of the study sample.

1 – Gender

Table (2) shows the gender of the individual sample

Gender	Number	Percentage
Male	45	75%
Female	15	25%
Total	60	100%

It is clear from Table (2) that the questionnaires have been retrieved including (45) males (75%) and (15) females (25%). The number of males is higher than the number of females, which indicates the importance of this gender and its impact in society.

2-Age

Table (3) the age of sample population

Age	Number	Percentage
Less than 20	19	32%
21-30	27	45%
31-40	11	18%
41-50	3	5%
50-60	-	-
More than 60	-	-
Total	60	100%

Table (3) displays the individuals of the sample age that forms the highest percentage in the research population is from the share of ages (21-30) years of 45%, and the percentage that ranked second is the age group ranging (less than -20) where the proportion was 32 %.

3- Academic achievement

Table (3) - the educational achievement of the sample

Academic achievement	Number	Percentage
Preparatory	24	40%
Diploma	7	11%
Bachelor	29	49%
Master	-	-

PHD	-	-
Total	60	100%

It is clear from Table (4) that the highest percentage in the research community, which includes educational attainment is from the share of the category (Bachelor) by 49%, and the percentage that ranked second is the category (preparatory), where they are (40)

5.2 Diagnosis and Description of the Research Tool

After the questionnaire is distributed on the members of the research sample, they are explained to them in order to obtain accurate answers on all their paragraphs. After they are filled out, the questionnaires are collected and analyzed, and the percentage, standard deviations and computations are calculated and the results of the sample are calculated according to the following table:

Table (5) is an estimated balance according to the five-year Likert scale, showing its conversion into periods

Response	arithmetic media	Time Spend	Level
Do not agree strongly	1-1,79	0,79	Low
Do not agree	1,80-2,59	0,79	
Neutral	2,60-3,39	0,79	Medium
Agree	3,40-4,19	0,79	High
Agree strongly	4,20-5,00	0,80	

The table above will be relied on to be used in measuring the weighted average of Employee's answers of the Abbas shrine in the Religious Tourism Department to the questionnaires using the five (Likert) scale because the responses are out of five options for the purpose of knowing the direction of the respondents' opinions.

Figure (3) shows the results of the questionnaire test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item -Total Correlation	Cronbach's Alpha if Item Deleted
-Total	7.1238	4.852	0.992	0.993
Quality	7.0571	4.839	0.991	0.994
-Marketing Mix	6.7048	5.123	0.991	0.994

Outstanding performance				
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Table (6) shows the values of the validity and consistency of the questionnaire questions for the research axes – the researchers' formulation:

No.	Axes of the study	Alfa Kronbach factor	Percentage
1	-Total Quality	0,993	99%
2	Marketing Mix	0,994	99%
3	Outstanding performance	0,994	99%

Figure (3) and Table (6) illustrate the values of the Kronbach coefficient, which are statistically acceptable. Since the percentage reaches to (99%).

Analysis of the axes of the study: The following analysis of the first axis of the study (total quality) from the sample's point of view as shown in table (7):

No	scale	agree Strongly		A g r e e	Neutr al		do not agree		do not agree Strongly		arit hmetic media	th e stand ard deviation	Perc entage imp ortance	
		18	30 %		14	13 %	14	23 %	12	20 %				8
1	The Religious Tourism Section grants its employees the necessary authority to perform jobs and do only what is necessary	18	30 %	14	13 %	14	23 %	12	20 %	8	13 %	3,27	1,41	65,4
2	The department seeks to meet the requirements of its customers according to the changes in the market.	20	33 %	10	23 %	10	16 %	14	23 %	2	03 %	3,6	1,25	72
3	The department has the ability to identify strengths and weaknesses as well as opportunities and threats	36	60 %	4	30 %	4	06 %	0	0%	2	03 %	4,43	0,88	88,6
4	The department has efficient leadership that helps guide and influence employees.	14	23 %	14	40 %	14	23 %	4	06 %	4	06 %	3,67	1,11	73,4
5	The department relies on placing the customer at the core of designing and improving service quality	8	13%	14	30 %	14	23 %	10	16 %	10	16 %	3,07	1,29	61,4
6	Have successful programs and plans to guide employees properly.	2	03 %	14	16 %	14	23 %	18	30 %	16	26 %	2,4	1,14	48
7	The department operates according to a strategic plan it sets out to do its work.	4	06 %	16	26 %	16	26 %	10	16 %	14	26 %	2,77	1,26	55,4
arithmetic media and the standard deviation of the first axis												3,315	0,169	

The above table shows the responses of the study members through the percentages on the first axis (total quality), which is related to the first paragraph (*which provides the section has the ability to identify strengths and weaknesses as well as identifying opportunities and threats*) with an arithmetic mean (4,43) and standard deviation (0,88) with a total of strongly agreed and approved (54) respondents out of (60) followed by the second paragraph which states (*the section has efficient*

leadership that helps guide and influence employees) where the mean value (3,67) and the value of standard deviation (1,11) of the total strongly agreed and approved (28) respondents out of (60).

While the paragraph (the department has successful programs and plans to guide workers properly) has ranked last with an arithmetic mean value (2,4) and the value of standard deviation (1.14), which corresponds to the degree (do not agree) in the Likert scale five shown in table No. (5) where the average value ranged from (1.80 to 2.59) where the total number of strongly disagreement and disapproval (34) out of (60) respondents and by (56%), more than half of the total sample of the study show that the Department of Religious Tourism at the Holy Abbas Shrine does not have successful programs and plans to properly guide staff.

it is concluded that the level of impartiality of the Department is considered to be average in quality for its services.

Table (8) shows the analysis and results of the sample responses of the second study axis (tourism marketing mix) from the sample's point of view

No	scale	agree Strongly		Agree		Neutral		do not agree		do not agree Strongly		arithmetic media	the standard deviation	Percentage importance
1	Product quality is the basis of the department's work.	8	13%	3	53%	12	20%	4	0,06%	8	13%	3,6	1,02	72
2	The prices set by the department for its services are reference prices for customers.	6	10%	10	16%	18	3%	16	26%	2	03%	2,67	1,3	53,4
3	The section relies on appropriate advertising strategies.	8	13%	2	33%	16	26%	8	13%	2	03%	3,2	1,22	64
4	The department can provide its services to its customers wherever they are.	6	10%	18	3%	18	3%	4	0,06%	4	06%	3,13	1,09	62,6
5	The department adopts successful training programs for its employees to enable them so as to develop continuously.	2	36%	16	26%	16	26%	2	0,03%	10	16%	3,87	1,09	77,4

6	The department seeks to create a good atmosphere that helps customers enjoy the experience of visiting the department.	2 4	40 %	2 2	36 %	6	10 %	4	0, 06 %	16	2 6 %	3,97	1,17	79,4
7	welcoming, is as a preferable and hospitable by employees in the department and it is a part of the production process and provide service.	12	20 %	2 0	33 %	10	16 %	10	16 %	14	2 6 %	3,27	1,3 6	65,4
arithmetic media and the standard deviation of the second axis												3,38 7	0,1 22 6	

The above table displays the responses of the study members through the percentages concerning the second axis (tourism marketing mix). The first is the paragraph, which states (*the section tries to create good atmosphere for customers*), with arithmetic mean (3,97) and standard deviation (1,17) with a total of strongly agreed (46) out of (60), followed by the second paragraph, which states (*the section adopts successful training programs for employees to enable them to develop continuously*), where the value of the mean (3,87) and the value of deviation, the standard (1,09) of the total strongly agree and the corresponding number (38) respondents out of (60).

While the section (*the prices set by the department for its services are reference prices for customers.*) ranked last with an average of arithmetic (2.67) and the value of standard deviation (1.3), which corresponds to the degree (neutral) in the scale of Likert pentagon shown in Table (5) where The average value ranged from (2.60 to 3.39) where the total number of disapproval and disagreement was (26) out of (60) respondents and (53%).

As shown in Table (6), the weighted average weights for the first axis (total quality) reached a value (3.387) with a standard deviation (0.122) which corresponds to a high level as shown in Table (5).

It is found that the Department of Religious Tourism in the Holy Abbas shrine is considered as a high level in the marketing of tourism services produced by it.

Table (9) shows the analysis and results of the sample response to the third study axis (outstanding performance) from the sample's point of view

No	scale	agree Strongly	Agree	Neutral	do not agree	do not agree Strongly	arithmetic media	the standard deviation	Percentage importance
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1	The available resources and capabilities are utilized to provide quality services.	10	16%	2	43%	8	13%	4	0,06%	1	20%	3,3	1,37	66
2	The department has visualization and information about the services that customers need.	20	33%	2	40%	8	3%1	6	10%	2	0,03%	3,9	1,08	78
3	Section seeks to use modern technologies in the work.	20	33%	12	20%	12	20%	10	16%	6	10%	3,5	1,36	70
4	The department has staff with skills and experience commensurate with the nature of the work.	20	33%	2	40%	16	26%	0	0%	0	0%	4,07	0,77	81,4
5	The department seeks to increase the returns achieved by diversifying its services to customers.	14	23%	12	20%	14	23%	10	16%	1	16%	3,17	1,39	63,4
6	The department has the ability to determine the needs of customers and provide them.	18	46%	14	23%	12	20%	6	10%	0	0%	4,07	1,03	81,4
7	The department is keen to adopt quality programs in performance.	20	33%	3	56%	4	0,06%	0	0%	2	0,03%	4,17	0,82	83,4
arithmetic media and the standard deviation of the third axis												3,74	0,263	

The above table also explains the responses of the study members through the percentages on the second axis (outstanding performance) convergence in the values of its averages where the first two paragraphs, which read as follows (*the section has two workers with skills and experience commensurate with the nature of work - the department is keen to Quality programs in performance*), with an arithmetic mean (4.17) and a standard deviation (0.77 and 0.82) that corresponds to the "agree" trend in the balance estimate of the Likert scale as shown in Table 5.

While the item (*the section seeks to increase the returns achieved by the diversity of services provided to customers*), has ranked last with an average of arithmetic average (3.17) and the value of standard deviation (1.39), which corresponds to the degree (neutral) in the scale Likert five shown in the above table where, the average value ranged from (2.60 to 3.39) and the total number of strongly disapproved and disapproved (20) out of (60) respondents (63%).

As shown in table (9), the weighted average of the first axis (outstanding performance) is (3.74) with a standard deviation (0.263) which corresponds to a high level as shown in table (5). The Holy Abbas shrine is considered to be of high standard in the axis of outstanding performance of tourism services produced by it.

Figure (4) shows the results of the correlation coefficient Pearson for the study axes (*overall*

quality, marketing mix, outstanding performance)) in the statistical program spss

		Total Quality	Marketing Mix	Outstanding performance
Total Quality	Pearson Correlation	1	.989**	.989**
	Sig. (2-tailed)		.000.	.000.
	N	60	60	60
Marketing Mix	Pearson Correlation	.989**	1	.987**
	Sig. (2-tailed)	.000.		.000
	N	60	60	60
Outstanding Performance	Pearson Correlation	.989**	.987**	1
	Sig. (2-tailed)	.000.	.000	
	N	60	60	60

** . Correlation is significant at the 0.01 level (2-tailed).

Table (10) reflects the results of the correlation between the axes of the study ((overall quality, marketing mix and outstanding performance)) - Source: (*the researchers' formulation*)

Independent variables	Outstanding performance	The extent to which outstanding performance is influenced by the overall quality and marketing mix	
		Total quality	Marketing Mix
-Total Quality	989	1	989
Marketing Mix	987	987	1

((** : statistically significant at 0.01 level))

5.3 Discussion of the Findings

Figure (4) and Table (10) demonstrates the results of the correlation coefficient ((Pearson)) where it is statistically significant at the level of significance 0.01 among all axes of the study as the following:

- 1) The overall quality axis is the result of its association with the two axes of the study ((*marketing mix, outstanding performance*)), ** 0.989. This indicates a strong correlation between these axes.
- 2) The marketing mix axis is the result of its correlation with the two axes of the study ((*total quality = ** 0.989*)) and ((*outstanding performance = ** 0.987*)) also reveals a strong correlation between these axes.
- 3) The axis of outstanding performance is the result of its correlation with the two axes of the study



((total quality = ** 0.989)) and ((marketing mix = ** 0.987)) also indicates a positive correlation between those axes

It is clear that the hypothesis has been confirmed. Actually, it is found that there is a relationship among the above-mentioned study axes and be a strong relationship as shown in the figure and the table above with the presence of two stars showing the strength of the relationship between those axes and positive results, which illustrates the existence of a positive correlation and positive impact among the three research axes.

- **Source:** (the researchers' formulation)

Conclusions

1- The findings of the paper reveals that the overall quality has a strong interaction with the marketing mix, outstanding performance.

2 - The results of this study pinpoints that tourism marketing mix has a positive and significant impact on the components of total quality.

3 - This research measures the relations between the marketing mix strategy, as a variable for the overall quality as well as the relationship between the overall quality and outstanding performance in line with the work of the Holy Abbas shrine.

4 - Department of Religious Tourism in the Abbas shrine strives for perfection so as to create a good atmosphere which helps customers to enjoy the programs and plans of tourism offered to them.

5. The results displays that religious tourism department in the Holy Abbas shrine does not have successful programs and plans to guide the employees properly in line with services provided.

Recommendations

1 – It is recommended to pay attention to total quality management and make a strategic goal for all sections of the Abbas shrine, which seeks to achieve the competitive advantage of products and services provided to customers.

2 – It is suggested that there is a need to spread the concepts and application of the principles of total quality at all levels of management or productivity through the preparation of educational training programs and all workers in the Holy Abbas shrine.

3 – It is also recommended to increased interest by departments and institutions in achieving outstanding performance of employees.

4 - Review the prices set by the section for its services is a way prepared so that they are not reference prices for customers.

5 - Development of leadership capabilities in the management of the section in line with the guidance of workers is preferable to provide the best services.

6. It is proposed to develop renewable tourism marketing programs that are in line with the requirements of the global tourism industry.

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