

## The character of training in growing the knowledge of the journey director

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### Abstract

In light of the raising voices calling for the necessity of the presence of the journey director in all aspects of the journey process as it is the backbone of the journey industry, and in order to maintain a journey director with special cognitive specifications, it was essential to show the character of training in increasing the knowledge of the journey director, as training is an important source of knowledge. Knowledge is an essential component of the success of the journey director in fulfilling his duties in the journey process. On this basis, the study came to idealize the character of training in increasing the knowledge of the journey director.

**Keywords:** Training, knowledge, journey director.

### The first section: introduction and generalities of the study

#### Introduction

Training is a process of improving the talents, abilities, behaviors, and attitudes of individuals, which benefits the society's efficiency and level of achievement and thus increases its competitive capabilities, as it takes on importance in the activities carried out by the society. There have been several definitions of the concept of training due to the multiplicity of literature published in this field and the different areas of specialization, in addition to the expected goals of the training process, which aim to increase the knowledge of the journey director, which increases his guiding abilities and the success of the journey process.

#### Study Problem

1. The lack of training curricula that involve to the knowledge of the journey director deprives journey countries of development opportunities.
2. The lack of continuous training to boost the knowledge of the journey director makes the journey sector unable to satisfy the journey desires of the consumer.
3. Ignorance of training to increase general and journey knowledge can decrease the achievement of the goals of the journey process.
4. Failure to study and analyze the character of training can reduce the proficiency of the journey director.

#### Study importance

Studying the journey director and knowing his talents helps institutions draw up their training plans to develop the talents and knowledge of the journey director in a way that ensures their acceptance by their consumers. Studying the process of uninterrupted training to increase knowledge may help the journey society discover new marketing opportunities, and this is through marketing based on needs. The unconvinced desires of consumers are achieved through the knowledge of the journey director that exceeds the knowledge of the journey its, as the modern guiding concept is based on the idea that the journey director is the backbone of the journey process, as well as through the

knowledge of the journey director through continuous training, and increasing his capabilities facilitates the institution to formulate its policies.

### **Study objectives**

This study targets to know the character of training in increasing the knowledge of the journey director, by diagnosing his level of knowledge and drawing up training plans that suit his level of knowledge.

### **Study hypothesis**

Since the journey sector relies on the journey director, and the director's ability depends on the amount of knowledge he has, and since knowledge provides foundations for the director development of the journey director, therefore, studying the character of training in increasing the knowledge of the journey director can denote a fundamental character in developing journey in general.

### **Study procedure**

The researcher utilized the logical method to recognize the basic thoughts that describe training, knowledge, and the journey director from the point of view of specialists. The researcher used the inductive approach by considering the character of training in increasing the knowledge of the journey director, analyzing it through questionnaires and observation, and arriving at general provisions and theoretical assumptions.

### **The second section: Concepts and Colleges of Study**

**The concept of training:** organized experiences that are used to convey, modify, or refine all or some of the information, talents, knowledge, and future trends of individuals<sup>1</sup>, and it is also defined as a process of positive modification with special trends that address the individual's behavior from a professional or functional perspective, aiming to gain experience. The individual needs to acquire the information that he lacks, and the trends associated with work and expert, social outlines, suitable talents, and routines required to increase his level of efficacy in functioning and increase production<sup>2</sup>. Training is also defined as efforts targeted at offering the individual worker with communication and awareness that will give him talents in presenting effort or increasing competences, knowledge, and experience towards increasing current and future efficiency<sup>3</sup>. It is also described as administrative and societal efforts that target to enhance the ability of human resources to accomplish a particular job or perform a certain character in the society in which they work<sup>4</sup>. Who said: Training is the prearranged and arranged attempt to prepare the society's human supplies with certain information, enhance and acquire their talents and abilities, and alter their performance and styles in an optimistic mode that leads to improved performance in the society<sup>5</sup>. Moreover, who said

<sup>1</sup> Abdul Rahman bin Antar: Human Resources Management, Concepts and Foundations of Strategic Dimensions, Dar Al-Yazouri, Amman, 2010, p. 85.

<sup>2</sup> Muhammad Hashem Faluqi: On-the-job training, National Book House Benghazi, p. 51

<sup>3</sup> Yusef Hajim Al-Taie and others: Human resources management is an integrated strategic approach, Al-Warraq Publishing and Distribution, Amman, 2006, p. 271.

<sup>4</sup> Abd al-Rahman bin Antar: previously mentioned reference, p. 88

<sup>5</sup> Abdel Bari Ibrahim Dorra: Performance Technology in Organizations, Theoretical Foundations and Its Implications in the Contemporary Arab Environment, Cairo University, Egypt, 2003, p. 103.

it is the changing activity to keep the talents, experiences, and trends that make it valid to carry on a business<sup>6</sup>.

**The importance of training:** The significance of practice is in offering the recent workers with the talents that let them capable to present the probable responsibilities of him satisfactorily and correctly. Yet, a worker with aforementioned involvement who recently merges the society to fill a specific position may not have all the potentials obligated for decent functioning, and here preparation is beneficial in concluding the involved potentials, as well as aiming and modifying him to the current circumstances and states in the society. Hence, practice sustains and strengthens the abilities of the recent worker, ensuring his compatibility with employment necessities, and thus performing the employment in a decent custom. The consequence and advantages of practice are wider than recent employees who have lately coupled the society. However, rather its significance and advantage also include previous employees to certify the expansion of their communication and the growth of their capabilities to achieve their employment, since there is nonstop progression in discipline and awareness, which needs unceasing development in schemes and working methods. This needs equipping employee, providing those with recent talents and information, and assisting them to complete the employment resourcefully and successfully via training. Instead, training is involved for the determination of arranging personnel to simulate those occupations with a higher level of difficulty and concern, which need advanced stages of talents and abilities, through a profession or vocational path. Thus, the consequence of practice in emerging and developing the capabilities of employees simulate occupations or situations of advanced levels to which they will be stimulated in the close forthcoming. The significance of practice is not restricted to emerging employees' abilities over the data, skills, and talents connected to occupation functioning only. However, it is also important to contain refining and emerging employees' behaviors at employment and their productions with the society, associates, superiors, subordinates, and the civic. Practice also denotes successfully to developing human associations within the occupation ecosystem, and these associations are solidier and more operative when the society's fellows have the talents and capabilities needed to achieve the work, in addition to once they control within a respectable framework of social connections among themselves. In addition, it is necessary to acquire the abilities of current managers and presidents at various administrative levels in the institution. This is because of organizational practice has suited crucial to extend and increase the abilities of supervisors at their assorted directional and headship levels to manage, effectively set goals, formulate rules and approaches, analyze difficulties, and use systematic procedures in formulating decisions, on top of emerging their abilities to have a complete understanding of their organizations, communal, national, financial circumstances, and traditions, as well as emerging and enhancing the performances and attitudes of directors and administrators and their philosophy designs, and offering them with interactive talents for actual managing. Furthermore, practice denotes to sustaining the basic demands of directors, which are mental, by harmonizing administrative preparation to their level of aspirations. This has a positive influence on improving and developing the society's efficiency, as practice is a nonstop progression. The bottom line is that training is an

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<sup>6</sup> Colonel Muhammad Bura'i: Planning for training in the fields of development, Modern Cairo Library, first edition, 1968, p. 269.

asset in available human resources at different levels, and its repays return to both the society and the human supplies that work in it<sup>7</sup>.

**Training characteristics:** Some training features can be identified as follows:

1. Training is a major activity that the management or society resources to or abandons.
2. Training is a combined system consisting of a group of parts and elements interconnected together.
3. Training is a technical progress that requires specific expertise and specializations to be available<sup>8</sup>.
4. Training is a comprehensive procedure, meaning it includes all administrative levels.
5. Training is a directorial process that must have the elements of efficient administrative work in order for it to succeed
6. Training is a technical process that requires capability and specializations that must be provided.

### Training objectives

1. Economic objectives: Training is a productive process, the purpose of which is to boost the effectiveness of workers and the skill of the trainee because it is one of the elements of the educational process, as training leads to benefit from the talents of workers and all equipment to the maximum possible degree<sup>9</sup>, and reduces the possibility of losses and errors, in addition to helping employees. Adapt to new work requirements depending on the circumstances and type of outputs, the economic and social changes that the situation requires, and the type of goal<sup>10</sup>.
2. Social goals: This means generating something new, previously unknown, as the creative person looks at things in different ways, and whatever the standards upon which this creativity is measured, individuals remain the first element in creativity because the presence of a group of workers is always tools of institutional creativity<sup>11</sup> and that institutions that do not place creativity as one of their highest goals will be destined to collapse, and therefore, training works to generate creative leadership cadres<sup>12</sup>.
3. Teach human resources how to meet the limitations in their current performance and perform what is required of them correctly by filling the gaps in their current talents and behaviors<sup>13</sup>.
4. Achieving these goals helps increase the level of employees' talents and morale at work, which leads to increased efficiency and effectiveness in providing quality services at reasonable prices that satisfy customers.

### Types of training

There are many types of training and their classifications depending on the core on which the classification process is based. The following foundations can be noted:

First: Training according to the number of entities: It is divided into:

<sup>7</sup> Dr. Mahmoud Abdel Fattah Radwan: Comprehensive quality management in training from beginning to end, Al-Khairat Professional Center for Management, Cairo, first edition, 2014, pp. 43.42.41.40.

<sup>8</sup> Medhat Muhammad Abu Al-Nasr: Managing the training process in theory and practice, Dar Al-Fajr, Cairo, 2008, p. 62.

<sup>9</sup> Al-Ziyadi Adel Ramadan: Human Resources Training, Ain Shams Library, Cairo, Egypt, 2009, p. 28.

<sup>10</sup> Yahya Salem: A practical model for structuring training activity in service organizations, College of Administration and Economics, Issue (35), University of Mosul, 2002, p. 85.

<sup>11</sup> Al-Qaryouti Muhammad Qasim: Organizational Behavior - Study of Human and Individual Behavior, Amman, Jordan, 2007, p. 158.

<sup>12</sup> Assaf Zaid Munir: The Art of Management by Communication, Dar Degla, Amman, Jordan, 2014, p. 23.

<sup>13</sup> Khudair Kazem Hamoud Yassin Kasib Al-Kharsha: Human Resources Management, 4th edition, Dar Al-Masirah, Amman, 2011 AD, p. 141.

1. Individual training: This is when the training procedure is focused on specific individuals so that each individual is addressed separately.

2. Group Training: This is for workgroups that contribute together in accomplishing a common task<sup>14</sup>

Second: Training according to locality: It is divided into:

1. Training within the institution: The institution may request to hold its programs within the institution, whether with trainers from inside or outside the institution<sup>15</sup>.

2. Training outside the institution: Some institutions wish to transfer all or part of their training activity outside the institution itself

Third: Training according to societal level: It is divided according to the following kinds:

- Vocational training: Training that target to provide individuals with the skill and knowledge of performing in a specific profession that the trainee specializes in performing.

- Administrative training: targets individuals employed in administrative and societal positions<sup>16</sup>.

- Specialized practice: This training contains knowledge and talents for occupations greater than practical and proficient jobs<sup>17</sup>.

Second: The concept of knowledge

A body of concepts, generalizations, and abstract ideas, we carry with us on permanent or semi-permanent foundations, and we use them to understand and manage the world surrounding us. Therefore, knowledge develops and spreads to broader concepts<sup>18</sup>. Moreover, among them are those who say that knowledge constitutes one of the basic elements within an integrated chain that creates with signs. Signals and graduated to data, then to information, which is an operational basis, then to wisdom, then to knowledge for innovation. It becomes clear that effective, sound, and sufficient knowledge is the essence of wisdom, originality, and innovation<sup>19</sup>, which is the result of using data, information, and experience obtained through learning and practice, which permits those who possess it to respond to the developments facing them and makes them more able to reach better solutions to problems that occur in the field of knowledge<sup>20</sup>.

He accepted that it is the complete and intensive use of information and data that is connected to the original and acquired human capabilities, which provides him with perception, perception, and understanding of the information that is accessed through data on a detailed situation, a specific field, or a specific problem. This knowledge may be achieved through direct observation of events and facts. It provides the ability to understand and understand the nature of these events and facts.

<sup>14</sup> Abdul Muti Muhammad Assaf: Training and Human Resources Development, published by Dar Zahran Amman, 2009, pp. 55-56.

<sup>15</sup> Nizar Awni Al-Labadi: Human Resources Management and Development, Dar Dijlah, Amman - Jordan, 2015, p. 335.

<sup>16</sup> Khudair Kazem Hamoud Yassin Kasib Al-Kharsha: Human Resources Management, 4th edition, Dar Al-Masirah, Amman, 2011, p. 141.

<sup>17</sup> Bilal Khalaf Al-Sakama: Modern trends in training, Dar Al-Masirah, Amman, 2011, p. 76.

<sup>18</sup> Dr. Haitham Ali Hijazi: Integrated Methodology for Knowledge Management in Organizations, Al-Radwan Publishing and Distribution, Amman, Jordan, 2014, p. 46.

<sup>19</sup> Dr. Ahmed Youssef Abu Fara: The relationship between using the knowledge management approach and performance, Fourth Scientific Conference on Knowledge Management, Al-Zaytoonah University Jordanian Amman, Jordan, 2004, p. 05.

<sup>20</sup> Dr. Naem Ibrahim Al-Dhahirah: Knowledge Management, Jedar International Book, Modern Book World, 1st edition, Amman, Jordan, 2009, p. 10.



What is related to them, and therefore knowledge, is the ability to keep, understand, and learn information, data, direct observation, and experience<sup>21</sup>. Moreover, knowledge is also defined as director d and tested information that serves a particular subject and has been administrated, confirmed, socialized, and sponsored. Through the collection of this report and its specificity, we achieve dedicated acquaintance on a particular topic<sup>22</sup>.

**The importance of knowledge:** The significance of knowledge is underlined by adding value to the institution, as well as in the character it plays in transforming an institution into a knowledge economy. This importance can be defined in the following points:

1. Administrative knowledge directs societal managers on how to accomplish their tasks efficiently<sup>23</sup>.
2. Knowledge is not subject to the law of diminishing profits and does not suffer from the problem of scarcity. It is the only supply that is built by accumulation and does not diminish by use. Knowledge is used to produce and develop new ideas at a cheaper cost or without additional cost.
3. Knowledge contributes to the flexibility of the group by pushing it to approve extra adaptable shapes of harmonization, intention, and arranging.
4. The endless growth in societies and developments working in the subject of information invention, creation, and depletion, which data, communications, software, investigation, investment, and financial facilitates business represent<sup>24</sup>.
5. The endless boost in the arrangement of employees in the arenas of information and in discipline-rigorous effort, mainly individuals per extraordinary-level focused on abilities and talents, both people who produce and enhance knowledge and those who initially use it and whose number is constantly increasing.

### Knowledge objectives

1. Aiming at originality, recognition, determined plan, alteration to disturbance and ecofriendly complication, self-society, cleverness, and acquiring.
2. Transforming institutions from the conventional budget to the recent worldwide budget (information low-cost) and broad e-commerce.
3. Appealing superior logical investment to acquire explanations to the difficulties opposite the society<sup>25</sup>.
4. Working to increase the number of people who have approach to automated accounts, the Internet, and related technologies<sup>26</sup>.
5. Representing the business community in institutions regarding subjects related to the knowledge society.

<sup>21</sup> Dr. Falih Hassan Khalaf: Knowledge Economy, World Book Wall, Modern Book World, Amman, Jordan, 2007, p. 09.

<sup>22</sup> Iman Fadel Al-Samarrai: Haitham Ali Al-Zoghbi: Management Information Systems, Dar Safaa, Amman, Jordan, 2004, p. 24.

<sup>23</sup> Iman Qahmouh: The role of knowledge management in improving the management of customer relations, a thesis submitted for a master's degree, specializing in knowledge and knowledge management, Faculty of Economic and Commercial Sciences, Mohamed Kheidar University, Biskra, Algeria, 2011/2012, p. 68.

<sup>24</sup> Falih Hassan Khalaf: previously mentioned reference, 2007, pp. 13-14.

<sup>25</sup> Bassam Mahmoud Al-Mhairat: Knowledge Management, Dar Jalees Al-Zaman, Amman, Jordan, 1st edition, 2012, p. 49.

<sup>26</sup> Khader Misbah Ismail Titi: Knowledge Management Challenges, Advances and Solutions, Dar Al-Hamid, Amman, Jordan, 1st edition, 2010, p. 45.

6. Working to develop the social and cultural factors that inspire individuals to share knowledge within the region.

7- Developing data and evidence for actions connected to the knowledge society.

**Characteristics of knowledge:** Knowledge has many features that make it a source of wealth, and we will try to address the most important of these characteristics:

1. The possibility of generating knowledge: Some companies have psychological fertility that makes them capable of generating new knowledge. This is what the advanced individuals in the company represent who are relied upon in the process of sustaining innovation and generating knowledge<sup>27</sup>.

2. The possibility of the death of knowledge: Just as skill is born, it also dies. Very little of the knowledge that is formed through our experiences is recorded, and what is written of it in books and periodicals is very little of our knowledge. That is why the enormous majority of knowledge dies with the person. However, the idea of its death is productive, as some knowledge dies when the person dies, while others die when new knowledge replaces old knowledge so that it ceases to be used.

3- The possibility of owning knowledge by any individual. It is not limited to an individual or limited to a specific party. The most common procedure for acquiring knowledge is learning, and then it can be transformed into scientific methods, patents, or trade secrets.

**Types of knowledge:** Writers have differed in establishing detailed types of knowledge:

1. Fundamental knowledge: It is the minimum category of knowledge. This type is needed to continue in a specific segment, but it does not assure the society an extended chance of endurance.

2. Progressive knowledge: This is the category that formulates the society possess useful survival. Even though the institution commonly retains the consistent level and feature of knowledge that contestants possess; though, it varies from them in that it depends on its capability to excel in its knowledge to get a reasonable benefit. This requires that a society with progressive knowledge requests to maintain a viable place in the marketplace in all-purpose or to excel in a marketplace portion across its superior knowledge.

3. Inventive knowledge: It is the knowledge that formulates the institution capable of changing the regulations of the competition itself in the subdivision in which it is effective. This cataloging focuses on the executive knowledge that differentiates the institution from its participants. Occupying some knowledge is what restricts it to enjoy a competitive position and a long chance of survival, and the distinction of the institution. The various supplies in it contribute to improving its performance, and this is due to the type of knowledge it possesses<sup>28</sup>.

### Third: The concept of the journey director <sup>29</sup>

One of the pillars of the journey development is the one who achieves and arranges tours while complementing the journey groups and describing the journey areas to the journey group he is accompanying. Accordingly, a great responsibility falls on him: keeping this crowd as he is the representative, educator, and courier who carry the society and civilization of the homeland. The journey director is also defined<sup>30</sup> as an individual, male or female, who is cultured and cultured and

<sup>27</sup> Dr. Rabhi Mustafa Alyan: Knowledge Management, Safaa Publishing and Distribution House, 1st edition, Amman, Jordan, p. 95.

<sup>28</sup> Maher Abdel Khaleq El-Sisi: Tourism Industry, Basics and Principles, 2012, p. 87.

<sup>29</sup> Dr. Khaled Maqaba: The Art of Tourism Connotation, 1st edition, Wael Library for Publishing and Distribution, Amman, 2006, p. 48.

<sup>30</sup> Dr. Osama Sobhi Al-Faouri: Tourist guidance between theory and practice, Wael Library for Publishing and Distribution 2006-2012, p. 25

who is aware of presenting a message and a clear and truthful image of the country or journey destination. He is the first and last person to meet and bid farewell to the journey assembly. He is responsible for preserving it and possesses a set of qualities, the most important of which are morality and compassionate morals endurance and the capability to control difficulties and resolve them.

**Second: The importance of the journey director<sup>31</sup>:** The occupation of a journey director is considered one of the greatest vital and unsafe journey careers of all since its definite consequences on the choice of the journey's trip and the optimistic or pessimistic consequences that result from it, which are basically linked to how the journey director performs, his behaviors, and the data he provides.

1- Social substance: presenting journeys to the country's ethnic heritage.

2- Economic importance<sup>32</sup>: Through consumer guard and increasing sales through a set of facilities.

3- Social importance: Journeys' knowledge of traditions and rituals, including social clashes

**Third/ Types of Journey Director s<sup>33</sup>:** Countries of the world differ in categorizing journey director s into particular types and groups depending on governing data pointed at enclosing, categorizing, and assembling the vocation, and the maximum significant of these arrangements are:

1- Based on the size of the country:

- Big nations (global, nationwide, provincial, local, and location director).

- Minor nations: (nationwide director)

2- Based on the duration of the journey: (director during hours, for a full day, for days).

4- Depending on seasonality (during crowning season, during the year).

5- Depending on the ways of transport: (ocean, land director, movable director).

6- Based on the category of trip (religious, archaeological, adventure, exploration, therapeutic)

**Fourth: Characteristics of a journey director:** There are great quantities of features and potentials that should be present in a journey director overall and they are as follows:

Character traits<sup>34</sup>:

1. Love and belonging to the homeland.

2. Elegance in development.

3. Desire and interest for people.

4. Feeling responsible and confronting pressure.

5. Experience and high ability to achieve.

6. A positive and controlled person.

7. The ability to make choices.

8. He gives conviction through his personality.

9. He has charisma and the power to solve crises.

**General characteristics<sup>35</sup>**

1. Multilingualism.

<sup>31</sup> Dr. Ziad Abdel Rawdiah: Tourist guidance and tourism group management tools, Zamzam Publishers, Amman, 2015, p. 28.

<sup>32</sup> Dr. Ziad Abdel Rawadiya: Tourist guidance and tourism group management tools, 1st edition, ed. N, p. 28.

<sup>33</sup> Dr. Mustafa Youssef Kafi: Introduction to Tourism and Hotel Sciences, 2017, p. 134.

<sup>34</sup> Maher Abdel Khaleq El-Sisi: Tourism Industry, Basics and Principles, 2012, p. 87.

<sup>35</sup> Dr. Mustafa Youssef Kafi: Introduction to Tourism and Hotel Sciences, Eng. N, p. 146.



2. Evaluation the laws and regulations in journey countries.
3. Proficiency in allocating with protocol, protocol, and etiquette.
4. He recognizes: (history, geography, archaeology, etc.).
5. He recognizes the traditions, customs, and social norms of various individuals.
6. Extreme information of resources of transportation and their methods in the journey destination area.
7. He realizes everything related to different methods of contact and broadcasting and the administrative, financial, and community circumstances of journey areas.

### **Fifth: Ways to educate the journey director and his interaction with the event<sup>36</sup>:**

- 1- View all daily newspapers and official news on radio and television to acquire about the conditions of all global occasions that have a perfect impact on the domain.
- 2- Tracking actions within journey-exporting countries.
- 3- Reading a variety of readings that educate oneself away from specialization.
- 4- Imitating the journey and emerging the language and knowledge acquired from the journeys.
- 5- Continuous communication with the journey, even after the end of the trip, to consolidate the language and swap cultures.
- 6- Working to create a kind of familiarity and friendship to the journey by hosting and honoring him, this affects the journey and pushes him to open up positively.
- 7- Communicate with the government institutions accountable for journey facilities.
- 8 - Familiarity with legal matters, customs, and traditions to evade getting into trouble.
- 9- He has public relationships with owners of companies and hotels.

### **The third section: Examination of the character of training in increasing the knowledge of the journey director**

**Data gathering procedure:** Data was accrued by allocating a survey containing a group of inquiries, each question giving an impact score for the journey to answer.

**Target sample:** In this part of the investigation, the researcher aimed journeys and journey institutions in the journey segment, and one hundred questionnaires were approved as a sample for the study.

**Statistical used methods:** A five-point Likert measure was utilized, distributed between the maximum influence for the section (strongly agree) and given (5) degrees, to the minimum influence for the section (strongly disagree (1) degree), and there are other influences in between, which are (agree (4)) marks: neutral (3 marks), disagree (2 marks) were given to represent other answers. After that, a table of frequency allocations for the study variables was created to be used for the statistical examination procedure to attain the subjective arithmetic means and standard deviations. The theoretical arithmetic mean of (3) was also depended on a standard for measuring the score obtained on the question. After conducting the statistical conduct and examination, the investigator found the means, subjective arithmetic means, standard deviations, and the relative significance of the reactions of the investigated samples. The table denotes, as it contains the subjective arithmetic means, standard deviations, and relative importance. This is what we will observe by idealizing and studying the outcomes in this part of the study.

Arithmetic mean:

$$\frac{\sum XiFi}{\sum Fi}$$

<sup>36</sup> Professor. Dr. Osama Sobhi Al-Faouri: 'ween theory and practice. M. N, p. 271

Where: = Paragraph answer

$F_i$  = Frequency

Standard deviation:

$$\sqrt{\frac{\sum F_i(X_i - \bar{X})^2}{F_i - 1}}$$

Where: S = standard deviation,  $X_i$  = sample answers,  $F_i$  = frequency,  $\bar{X}$  = arithmetic mean for answers<sup>37</sup>.

No.	Questions	Weights					Criteria		
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Arithmetic mean	Standard deviation	Relative importance
1	Training has an obvious character in growing the knowledge of the journey director	55	20	10	10	5	4.1	1.226	0.82
2	Training is one of the sources of knowledge	49	31	9	6	5	4.13	1.125	0.826
3	The journey director constantly needs training to develop his knowledge	51	39	4	4	2	4.33	0.888	0.866
4	In order for the journey director's knowledge to develop with the requirements of modern knowledge, continuous	56	24	11	9	0	4.27	0.983	0.854

<sup>37</sup> Dominique Salvador: Statistics and Econometrics, pp. 19, 20, 17, translated by: Saadia Hafez Montaser, International House for Publishing and Distribution, 1997 AD.

	training is necessary								
5	Failure to study and analyze the character of training can reduce the skill of the journey director	48	32	9	7	4	4.13	1.097	0.826
The arithmetic mean, standard deviation, and the relative importance of the character of training in increasing the knowledge of the journey director							4.192	1.070	0.838

The table above presents that there was a growth in the subjective arithmetic mean, reaching (4.192), the standard deviation was (1.070), and the relative significance of these aspects (0.838). It is obvious to us from these outputs that the subjective arithmetic mean is greater than the hypothesized arithmetic mean of (3). It is clear to us from analyzing these results that there is a clear function for training in increasing the knowledge of the journey director and according to each question, as there is a difference in the effect from one question to another, as follows:

### **Training has a clear character in growing the knowledge of the journey director (X1):**

The weighted arithmetic mean of (4.1) for question (X1) specifies a growth in the arithmetic mean and gives a clear indication that it is greater than the hypothesized arithmetic mean of (3). The relative significance of this question, according to the research sample's answer, reached (0.82). The standard deviation reached (1.226), and depended on all these outputs, it is well-defined that the majority of the analysis sample associates agree that training has a strong character in increasing the knowledge of the journey director. In other words, whenever there is training, there is a growth in knowledge.

### **Training is one of the sources of knowledge (x2):**

The subjective arithmetic mean for question (X2) is (4.13), indicating a high weighted arithmetic mean, which gives a clear suggestion of the answer of the sample members. It also indicates that it is greater than the theorized arithmetic mean of (3). The relative significance reached (0.826), and the standard deviation came in at (1.125), and depended on all of this, it is well-defined that most of the study sample members harmonize that training is one of the sources of knowledge.

### **The journey director constantly needs training to develop his knowledge (x3):**

The weighted arithmetic mean (4.33) for question (X3) realized a growth in its subjective arithmetic mean, and this requires that it has a strong impact on the behavior of the individuals in the researched sample because it is larger than the hypothesized arithmetic mean of (3). The relative significance of this question was (0.866), and the standard deviation was (0.888). Depending on all of this, it is well-defined that the majority of the analysis example agrees that the journey director constantly needs training to develop his knowledge.

### **In order for the journey director's knowledge to acquire with the requirements of modern knowledge, continuous training is necessary (x4):**

Question (X4) attained a growth in the subjective arithmetic mean, as the subjective arithmetic mean reached (4.27), indicating that it is greater than the theorized arithmetic mean of (3) and the relative significance of this question (0.854) and the standard deviation reached (0.983). Depending on the outputs, it is obvious that the margin of the analysis sample satisfied that in order for the knowledge of the journey director to progress with the requirements of modern knowledge, continuous training is necessary.

### **Failure to study and analyze the character of training can decrease the skill of the journey director (x5):**

The weighted arithmetic mean for question (X5) was (4.13), specifying the strength of its influence on the behavior of the individuals in the sample being investigated, as it was greater than the hypothesized arithmetic mean of (3), and the relative significance appeared at (0.826). Its standard deviation attained (1.097). Throughout all of this, it becomes obvious that the majority of the analysis illustration members agreed that not considering and analyzing the character of training can reduce the skill of the journey director.

### **Conclusions and recommendations**

#### **Conclusions**

1. The world has begun to move towards the prerequisite of increasing the knowledge of the journey director, which contributes to the journey industry.
2. We note from the investigation results that the journey director constantly needs training because of its clear importance in increasing knowledge.
3. Training is a vital source of knowledge.
4. Continuous training for the journey influence contributes to developing his knowledge.

#### **Recommendations**

1. Encouraging the journey director to constantly boost his knowledge through training, courses, and updating information and talents.
2. Continuous training for the journey director so that he can mimic cognitive development.
3. The journey director is an essential pillar of the journey industry.
4. Establishing sophisticated training centers that contribute to increasing knowledge.

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