



Specialized Tourism Management and Its Effects on Improving Hotel Services

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Abstract

The current research paper aims to provide a new type of hotel service that seeks to provide a comprehensive specialized management to all tourism organizations in general and hotel organizations in particular. This type of management is trained and prepared to provide accurate and urgent information and guidance. The research problem comes through posing the following question: What is the relationship of specialized management in improving hotel service? This pattern is one of the easy and simple patterns that is capable of understanding the requirements and needs of the tourist and the impact of services through specialized management. Planning, proper control and direct implementation achieve the required service that leads to the guest's satisfaction. A number of questionnaire forms are distributed to (95) male and female tourists (guests and guests) and a group of managers (95) within a number of excellent and first-class hotels in the holy Karbala Governorate to achieve the research objectives which are intended to improve hotel service.

Keywords: specialized tourism management, improving hotel service.

Section One

Research Methodology

First: The research problem

The problem lies in asking the following question (What is the influential relationship between specialized management and improving hotel service)?

Second: Research objectives: The research aims to:

1. Know the influential relationship of specialized tourism management and improving the service provided in hotel organizations.
2. Find the relationship between the variables of specialized tourism management and improving hotel service.

Third: Research hypotheses

1. H1- There is a statistically significant correlation and influential relationship between specialized management and tourist hotel service.
2. H2- There is no statistically significant correlation and influential relationship, at a significance level, between specialized management and tourist hotel service.

Fourth: Research areas and limits:

- 1- Temporal scope: From (01 - Dhu al-Hijjah - 1444 AH) to (30 - Dhu al-Hijjah - 1444 AH).
- 2- Spatial scope: Excellent and first-class hotel tourism organizations in the holy Karbala Governorate.



Fifth: Research community and sample:

The sample of the research community is taken from several departments of first-class hotels as a sample of hotels in Karbala Governorate (Rayhana Karbala Hotel, Baron, Royal, Coral Karbala, Dar Qasr al-Kadhimiya), numbering (5) department managers, and they are divided into two groups, the first (5) managers as senior management, and (20) as middle and lower management for departments, branches and units, in addition to a number of tourists as guests from women and men, numbering (70).

Section Two

Conceptual Introduction to Specialized Management

The image of management becomes clear in its most vivid form when the tourism and hotel organization is fully implementing and applying the standards through reviewing the business literature, sources and scientific references which are related to management, and through the use of Internet sources as well as previous studies with the aim of achieving a set of goals and determining the powers that were presented to the experts who hold positions. Such review also addresses the administrative leadership work and helps specialize in it.

First: The most important tourism organizations in the holy Karbala Governorate:

Tourism organizations are divided into two categories. The first category is represented by the governmental entity. The second category is represented by the non-governmental entity of the private sector. Both entities aim to improve hotel service.

1- Category of the governmental entity:

A- Karbala Tourism Department: It represents the Tourism Authority in the holy Karbala Governorate, and it is one of the formations that supervises all tourism activities; especially, hotels.

B- Department of Inspection and Antiquities: It is one of the formations of the Iraqi Tourism and Antiquities Authority that is concerned with and supervises the archaeological sites in the holy Karbala Governorate.

C- Department of Hajj and Umrah Authority Office: This department is one of the offices that works within the Iraqi General Authority for Hajj and Umrah which organizes the march and delegation of pilgrims and Umrah performers from Karbala to the holy sites in the Kingdom of Saudi Arabia.

2- Category of the non-governmental entity:

A- Association of Restaurants and Tourist Hotels in the Holy Karbala: It works within the formations of civil society organizations that aim to develop this important and vital sector and support the economy of the governorate and the country in general.

B- Central Iraqi Tourism Syndicate - Karbala Branch: It is concerned with graduates of the colleges of tourism and tourist sciences in Karbala Governorate. It aims to defend the rights of graduates and workers to find job opportunities for them in the public, private and mixed sectors.

C- Tourism Syndicate: It is one of the formations that aims to develop the skills of tourism human resources and people who work in the hotel sector, in addition to the graduates of tourism academies and colleges.

D- Tourism Service Association: It is one of the branches which is affiliated with the parent association in the capital, Baghdad. It is concerned with hotels, tourism, travel, restaurants, tourist facilities, tourist resorts and entertainment in the governorate.



3- Private Sector: This sector includes several categories and destinations of hotel tourism organizations that provide services in their best form and can clarify the quality of this service.

They include:

A- Tourist hotels of excellent, first, second, third, fourth and fifth class classifications, popular housing and youth hostels, which include more than (750) tourist hotels that are linked to modern technologies as it is one of the most important means that increases the classification and evaluation of these hotels and helps the guest confirm his hotel reservation.

B- Tourist companies: They are one of the most important means that hotels rely on to complete their work and enhance the performance of tourism companies and agencies as well as their use of modern technologies. These companies depend on the method of reservations and providing services that improve the tourism service which is directly related to it. Their number is about (120) tourist companies. Moreover, there is a number of tourist companies that is not officially registered with the Tourism Authority, but it supports the tourism work indirectly (brokerage).

C- Visitors' Cities: These cities, which have a service and investment character at the same time, are strategically distributed at the entrances to the city. Each threshold administration in Karbala has several cities, the number of which is about (6) equipped with the latest service technologies and with a modern design character that matches their names.

D- Tourist Restaurants: In recent times, a large number of chains of restaurants and international and regional brands have spread. They are prominent through the services, types, styles and forms that they provide. They also compete with other restaurants of other governorates and countries.

E- Entertainment Places and Orchards: A large number of orchards and trees are spread around the holy city of Karbala, where they have become popular in the past few years. These sites have been transformed into entertainment complexes and parks. At the same time, they are intended to overcome the rising heat degrees and provide many means of comfort to the inhabitants. They also have services that go in line with the requirements of guests. Such places are, thus, considered as current sources of income for many orchard owners whose products have been limited due to two reasons. First, the owners have suffered the lack of a governmental care in the few past years. Secondly, the war against ISIS has caused a lack of security, stability, and the emergence of sectarianism in some surrounding areas which turned the holy city into a target for terrorists.

E-Museums: There are several museums in the holy city of Karbala, including those in the holy shrines, which are visited daily by thousands, even hundreds of thousands of visitors. Moreover, there are large visits of millions throughout the year, which amount, according to the visitation records that are mentioned by the Imams of Ahl al-Bayt, peace be upon them, to (13) visits, including the visit of Imam Hussein, peace be upon him, in Arafat and Ashura and in the months of Rajab, Shaban, Ramadan and other occasions.

F- Rural Tourist Resorts: These are small orchards with a summer character and contain means of entertainment and comfort. They are equipped with places for swimming, having food with a personal preparation. They are distributed on several axes of the city of Karbala towards the orchards of Al-Bubiyat, the orchards of Bab Tuwairij, the orchards of Bab Baghdad, the orchards of Qada Al-Hur and others. It is also worth mentioning that these orchards begin to expand in all directions of the city of Karbala due to their economic and entertainment returns and the enhancement that they provide for psychological health and family comfort.

4- Improving tourism services and advancing the tourism industry:



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Specialized management that enjoys high talent and creativity is one of the vital topics in the management of any institution or organization; as it expresses a strength of connection of its human resources to the hotel, religious and tourism organization in which they function. It also reflects the extent of their connection to their organization as well as their belonging to their institutions and organizations.

It has emerged, through many special administrations for projects that are affiliated with the holy shrines in the holy city of Karbala and for various projects in all aspects of social life, that there are individual needs for hosting guests in a group of special cities which receive visitors in the seasons of millions of religious visits and events. The cities perform such activities as establishing festivals in alignment with the owner of the occasion and with what the visitors need.

Second: Concepts Synonymous with Specialized Management:

1. Leadership management and specialized management:

Perhaps there are several concepts that are synonymous and compatible, sometimes in a general form and sometimes in a specific form, to reach a more precise and effective meaning; Therefore, administrative schools emerged. Harvard Business Review calls it administrative leadership and defines it as: "A rational process carried out by the highest administrative authority, a person with certain qualities who guides, directs, influences, and inspires subordinates to achieve the organization's goals. He has effective planning capabilities, is able to communicate with the work team, and has high morals" (Harvard Business Review, electronic newspaper). Others called it administrative management, from which specialized management emerged. Rebecca Knight, a specialist in leadership management, has several important articles that deal with administrative interviews, especially for people with special needs (needs of people with disabilities). She has published (*). This creative climate role is used (Muslih, 2021:27) for its association and relationship with talent management among supervisors in specialized departments affiliated with the tourism organization. The management that is responsible for developing systems and their uses to be modern systems in its creative fields works through Proposing and implementing programmes, methods and means, talent management and implementation (1).

(1) The creative environment and its relationship to talent management among supervisors in specialized schools affiliated with the Sports Talent Care Department in the central and southern regions, Haider Muhammad Muslih, Wasit Journal of Sports Sciences, (2021), Volume 1, Issue 1, p. 128.

2. Dimensions of administrative leadership:

All departments tend to form administrative leaders who are capable of making decisions at appropriate and convenient times for each event. Here, we look at the dimensions that differ in their levels, so leadership and management merge sometimes, and separate at other times when the work is limited to precise specialization, as follows:

A- Awareness: The awareness of human resources who work in the tourism organization is according to their knowledge of themselves, to work transparently and consciously to provide what the organization wants to provide for guests by improving the service that is provided.

B- Imagination: The individual directs himself as a person who is different from the rest of the organization's working members to discover that he manages the work or has the ability to be a leader in his place and adds values and an organizational culture that achieves the set and planned goals.



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C- Vision: The following question can be asked: Where do I see myself in five years? To answer this question, the individual must have a broad imagination and clear behaviour that stems from hard and focused work in order to reach a clear and stable vision that achieves his ambitions and the goals of his organization as well.

C- Responsibility: It is most evident at the individual and organizational level that the worker can correct the defect in providing the service or correcting the affairs of individuals, and through his sense of responsibility that gives him the expansion of leadership work to sustain work within the organization and at all executive levels.

D- Work or Service: The more the tasks assigned to individuals develop their personality, the more their self-confidence is enhanced and their courage is developed. As a result, they become able to make the appropriate and suitable decision and the values and feelings that inspire them at all levels to achieve the desired goals.

Third: The nature of the quality of hotel tourism services:

1. The concept of the quality of hotel tourism services:

The multiplicity of concepts, especially quality, in different sectors, but it is limited in the hotel tourism sector, in addition to the importance of the role played by the hotel tourism sector in the growth of the economies of countries.

It is necessary to present the quality of tourism services before addressing the definition of hotel tourism services by mentioning a number of definitions. For (Shlegham, 2017: 16), tourism services are "A mixture consisting of material and moral elements, which are concerned with providing the basic components of the tourism offer, the purpose of which is to satisfy the needs and desires of the guest (customer or consumer) in the tourism field with the participation of a group of elements: transportation, food, cultural activities and security." On the other hand, (Bouchachia, 2017: (70) sees that the quality of tourism service is defined as "Everything offered to tourists from natural landscapes, swimming pools, folk arts, memorials, historical monuments, religious monuments, sports venues and entertainment areas, and all of the aforementioned elements are considered basic raw materials that must be developed to meet the needs of different markets."

There are other definitions that deal with the quality of tourism services, which are addressed by the literature of tourism work. According to (Hamlawi, 2018: 4), "The administrative process that ensures the tourism service matches the requirements and expectations of customers at an acceptable price, and this matching takes into account the values and activities that are designed for the service."

Yahyawi (2018: 389) defines it as: "The extent to which the needs of tourists meet and their expectations are continuously fulfilled as the system is used in a better way to meet those needs."

The researcher believes that the areas of the tourism industry in the quality of service that depend on what meets the needs of the guest and providing all the services he needs, whether basic or secondary, as it reflects the style of service provided to the guest, which directly affects the reputation of the tourism organization represented by the comprehensive hotel accommodation service to develop services.

2. The most important areas in administrative specializations:

The importance of specialized administrative work lies in job opportunities, which are many and varied, as they can be professional positions such as

(2):



1. Financial departments.
2. Purchasing departments.
3. Production departments.
4. Marketing departments.
5. Sales departments.
6. Bank departments.
7. Public relations departments.
8. Project departments.
9. Specialized academic work departments.
10. Private project management.

The MOTEM scale can also be applied before choosing one of the administrative specializations that work to find the required and desired specialization of work.

Administrative specializations differ in terms of academic subjects, the labor market's need, and the required skills as well. As for the available professions, the criteria are calculated and others should be taken into consideration before choosing the appropriate specialization for work. Careful investigation is required in choosing and accurately defining the goal to save time and effort. This is the mechanism on which this scale works in terms of identifying capabilities and employment in the appropriate place, whether at the academic or professional levels. Here, the scale has been tested globally and adapted to be completely suitable for the work environment, to add real values to management specialists and internationally accredited consultants, helping them and evaluating their work through the reports they issue after application.

(2) Fairouz Razouki; Fateh Ghallab; Taher Mimoun: Human Resources Management Practices in Activating Organizational Citizenship Behaviors - A Case Study, Directorate of Public Equipment of Chlef Province, 2021, p. 96.

The specialized administrator who is about to choose the appropriate specialization for him within the specialized administration and obtain the advantages, including (3):

1. Speed in obtaining immediate results and reports, with the possibility of application in electronic form.
2. Determining the capabilities, programs, tendencies, and activities that help him innovate and create.
3. Determining the methods and patterns of learning appropriate to mental abilities, and it is the fastest way and the most time and effort saving.
4. Identifying the distinctive points and investing them from others, and benefiting from them in making them one of the sources of income.
5. Identifying the appropriate administrative specializations that suit personal abilities.
6. Identifying the specialized professions appropriate to personal abilities, and accordingly facilitating the choice of the appropriate specialization.
7. Identifying the ways to organize experiences to benefit from them in the administrative work process.
8. Identifying the appropriate mechanism that develops and grows the administrator in various areas of life.

Second Section

The practical and applied aspect



First: The research sample:

A number of questionnaire forms have been distributed to guests in a group of excellent and first-class hotels, totalling (70) to guests in the holy city of Karbala, and a sample of heads of departments of excellent-class hotels. (20) forms have been received and (5) forms have been neglected for they have been not received. The forms are given within a short time period, which is during the visit to Arafat for the current year (2024), and the questions as well as sentences are formulated according to a five-point Likert scale, with degrees ranging from (5-1) degrees.

(3) Administrative Development, Institute of Public Administration, Issue 180/27 - Dhu al-Qi'dah - 1442 AH, Diversified Economy and Effective Management.

Second: Personal data and information of the researched sample: Table (1) shows the full description of the researched sample, as follows:

Percentage%	Repetition	Age	Item
40 %	36	Male	الجنس
60 %	54	Female	
100 %	90	Total	
25.555 %	23)29 - 20 (Year	Age
15 %	14)39 - 30 (Year	
40 %	36)49 - 40 (Year	
15 %	14)59 - 50 (Year	
4 %	3)60 - more (Year	
100 %	90	Total	
10 %	9	Secondary School	Academic Achievement
60 %	54	Bachelor's Degree	
30 %	27	Higher Degrees	
100 %	90	Total	

Source: Prepared by the researcher based on scientific research literature.

The samples in Table (1) can be explained, as the research sample included (40%) males, and (60%) females, and the age group (29-20) years, their percentage reached 25.555% of the research sample, then the percentage of the age group (39-30) years represented the highest percentage with (15%) of the research sample, and the age group (49-40) years, the percentage was (40%) of the research sample, and the age group (59-50) years, the percentage was (15%) of the research sample, and the last category (60 - and over) years represented the lowest percentage (4%) of the research sample, while the percentage of educational attainment for holders of the preparatory certificate was the highest with (30%), and the percentage of holders of the bachelor's degree is (60%), and the percentage of holders of the higher certificate was the lowest with (10%).

Third: Description and coding: A scientific questionnaire form was used as the main tool in collecting data, which included 15 paragraphs, which were developed based on the theoretical aspect and academic research, with the aim of formulating it in its final form and ensuring the validity of the use of the tool and presenting it to a group of specialized arbitrators. Then the coding included closed questions in the questionnaire form with specific answers, with the aim of measuring the trends of



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the members of the sample of the researched community and statistical analysis, converting and transcribing the answers on the five-point Likert scale, which is a categorical scale, and determining the degree of agreement or disagreement of the sample items for each paragraph of the questionnaire questions. As shown in Table (2):

Table (2): Description and coding of questionnaire questions:

No.	Question Text	Encoding Symbol
1	Specialized management works to improve hotel service in the holy Karbala hotels.	X1
2	The tools are available for the specialized management in its dealings with guests in hotels.	X2
3	The senior specialized management is keen to pay attention to its foreign guests without other Arab guests.	X3
4	The specialized management cares about its guests by repeating them to reach the same hotel.	X4
5	The specialized management is distinguished by providing qualitative services, not quantitative ones.	X5
6	The specialized management provides its best services in million visits only.	X6
7	The specialized management works to provide its services and information accurately and usefully.	X7
8	The specialized management meets the small and large needs of its guests in the hotel.	X8
9	The specialized management makes the guest feel completely satisfied by providing its best services.	X9
10	Specialized management is a renaissance in the world of hotel tourism sector.	X10
11	Specialized management uses technological services and social media to promote its services.	X11
12	It is one of the new experiences in using hotel tourism work.	X12
13	Specialized management is committed to its promises to potential guests.	X13
14	The employees in the hotel tourism organization have high specialized management skills that increase the guests' confidence in improving the service provided.	X14
15	Specialized management is keen to quickly address complaints submitted by guests.	X15

Source: Prepared by the researcher based on scientific research literature.

Fourth: Results of the Research Hypotheses:



H1- There is a statistically significant correlation and influence relationship at the level of $\alpha = 0.05$ between specialized management and tourist hotel service.

H2- There is no statistically significant correlation and influence relationship at the level of significance $\alpha = 0.05$ between specialized management and tourist hotel service.

Fifth: Results of Analysis:

The researcher tried, through studying the nature of the relationships between the variables, to identify the extent of the correlation and influence between the research variables. The research targeted a sample of (95) guests of hotels in the holy city of Karbala. The questionnaire was distributed to the sample members in order to know the level of their opinions and ideas about the research variables. The answers were collected from the sample members and analyzed statistically using the SPSS statistical program. Table (3) below shows the characteristics of the sample.

Table (3): Descriptive statistics and reliability of research variables

		Statistics	
		Specialized Management	Hotel Tourism Service
N	Valid	95	95
	Missing	40	40
Mean		3.16	2.97
Median		3.14	3.13
Std. Deviation		.789	.709
Variance		.622	.503

Source: Prepared by the researcher based on the outputs of the SPSS statistical analysis program. The values in Table (3) above indicate that the specialized management variable obtained the highest average value (3.14), median value (3.14), standard deviation value (0.789) and variance value (0.622), which indicates the importance of the specialized management variable and its high value among the respondents in the organization. The answers to the questionnaire paragraphs were not contradictory despite the accuracy in providing all information and providing the best administrative and service services to the guests. This in turn constitutes a renaissance for the tourism sector in improving the specialized administrative methods of the hotel sector in the city of Karbala.

Table (4): Cronbach's alpha coefficient of reliability and validity

Reliability Statistics	
Cronbach's Alpha	N of Items
.892	2

Source: Prepared by the researcher based on the outputs of the SPSS statistical analysis program. The value of the Cronbach's alpha coefficient of reliability and validity in Table (4) above indicates a measurement of the extent of realism and credibility of the dimensions of specialized management. The Cronbach's alpha coefficient was used, which came at a value of (0.892), which is an acceptable



and good percentage as an indicator of the reliability of the questionnaire tool. If the questionnaire is redistributed to the same sample and under the same conditions, the results will be somewhat identical.

Table (5): The relationship between specialized management and tourist hotel service

Correlations			
		Specialized Management	Hotel and Tourism Services
Specialized Management	Pearson Correlation	1	.728**
	Sig. (2-tailed)		.001
	N	95	95
Hotel and Tourism Services	Pearson Correlation	.728**	1
	Sig. (2-tailed)	.001	
	N	95	95

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

Source: Prepared by the researcher based on the outputs of the SPSS statistical analysis program. It is clear from the results in Table (5) above that there is a statistically significant positive correlation between specialized management and tourist hotel service, as its value reached (0.728), in addition to the fact that the value of the correlation coefficient (0.001) is less than (0.05), which means that the relationship between the variables of specialized management and tourist hotel service is statistically significant at the significance level $\alpha = 0.05$, and thus the first hypothesis is accepted.

Table (6): Analysis of the variance between specialized management and tourist hotel service

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	T	Sig.
1	Regression	5.093	1	5.093	11.228	.001 ^b
	Residual	42.180	93	.454		
	Total	47.272	94			

a. Dependent Variable: Tourist_hotel_service
 b. Predictors: (Constant), Specialized_management

Source: Prepared by the researcher based on the outputs of the SPSS statistical analysis program. It is clear from the results shown in Table (6) that there is a statistically significant effect of specialized management and tourist hotel service, as the calculated (t) value reached (11.228) which is greater than the tabular (t) value which is (1.96) as the significant sig value reached (0.001) which is less than (0.05) and this indicates the acceptance of the first hypothesis which indicates the existence of a statistically significant effect at the significance level of $\alpha = 0.05$ for specialized management on tourist hotel service.

Table (7): The correlation between specialized management and tourist hotel service



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Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.328 ^a	.108	.098	.673	.108	11.228	1	93	.001
a. Predictors: (Constant), Specialized management									

Source: Prepared by the researcher based on the outputs of the SPSS statistical analysis program. Finally, the results in Table (7) indicate the overall correlation value of the model, considering that specialized management as an independent variable has a correlation with the dependent variable, the tourist hotel service, where the correlation value was positive by (0.328) and at a significance level of (0.001), which is less than (0.05), which supports the correlation between the research variables. In addition, the value of (R²) indicates the amount of variation that occurs in the value of the independent variable, which will affect the interpretation of the variation in the dependent variable by a value of (0.108).

Conclusions:

- 1- Specialized management used all the information, data and services that constitute the most important part of hotel work through innovations and creativity provided in hotel organizations and achieving high-quality competitive capabilities.
- 2- Such administrative specializations can help understand the needs of guests and provide the best services to them through good guidance for senior management and the use of successful methods for its guests at all levels.
- 3- Specialized management is interested in understanding and the nature of the common language and continuous interaction between workers and guests and providing new experiences as well as going beyond routine services in improving service provision and reaching guest satisfaction and confirming their loyalty to the hotel providing excellent service.
- 4- The results vary from one tourism organization to another according to the use of administrative and service methods and means and the types and styles of management used.
- 5- Workers in tourism and hotel organizations in particular need continuous improvement and to raise the level of administrative responsibility through precise specialization in developing performance, participation and intensive training in all departments of the hotel organization.

Recommendations:

The study presented several recommendations that may be effective for senior management in tourism and hotel organizations in particular, as it recommends the following:

- 1- Including control measures and specialized administrative measures to limit what conflicts in the implementation of the services provided, from the management of all the organization's facilities.
- 2- Taking into account the sufficient space for specialized administrative work to play its role for more creativity and providing the best and the best.
- 3- Providing all courses that serve the work and continuous training that guarantees service providers and the guest complete satisfaction and correct treatment of the guest and the concerned management.



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4- Providing facilities for middle and lower management and to reduce fatigue for the guest by taking into account the provision of service, which are the most important aspects that managements seek; This is to repeat the guest's stay and achieve loyalty to the organization and to the organization's employees alike.

5- All specialized departments of tourism and hotel organizations should invest energies and expertise in order to improve the level of performance and service provision.

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University of Karbala
Faculty of Tourism Sciences
Department of Hotel Studies

In the Name of Allah, the Most Gracious, the Most Merciful

We present to you a questionnaire form dedicated for scientific research purposes to help complete the objectives of the research entitled "Specialized Tourism Management and its Effects on Improving Hotel Service", so I kindly ask you to express your point of view that you deem appropriate regarding the axes and phrases of the questionnaire and the extent of its accuracy and suitability to the research topic, and the questionnaire will be distributed to a sample of tourists and a sample of workers in the tourism sector as senior, middle and lower management, and we hope that you will honor us and answer the questions in this questionnaire, thanking you for your kind response and cooperation, appreciating your valuable time, and wishing you continued success.

*** Please Accept our Utmost Respect and Appreciation***

Researcher's Specific Specialization: Tourism Sciences / Human Resources Management.

Questionnaire Axes

First - Personal Data:

1 - Gender: Male () Female ()

2 - Age:

20-29 years ()

30-39 years ()

40-49 years ()

50-59 years ()

60 years and over

3- Educational Attainment: Secondary School ()

Bachelor's ()

Higher Certificate ()

Second: Objective Data

First axis: Specialized Management in Hotel Tourism Services in Karbala:

A set of skills are used between specialized management and tourists motivated by planning, thinking and self-confidence, as this work includes the transfer of information and ideas in an oral and expressive manner, through the use of means that provide service to guests and the ability of individuals to use skills effectively varies. The question is: Does specialized management have skills and tools to use in the hotel work profession in Karbala?

No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Specialized management works to improve hotel service in the holy Karbala hotels?					



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2	Are the tools available for specialized management in its dealings with guests in hotels?					
3	The senior specialized management is keen to take care of its foreign guests without other Arab guests?					
4	The specialized management cares about its guests by repeating them to reach the same hotel?					
5	The specialized management is distinguished by providing qualitative services, not quantitative ones?					
6	Specialized management provides its best services in million visits only?					
7	The specialized administration works to provide its services and information accurately and usefully?					
8	Does the specialized management meet the small and large needs of its guests in the hotel?					
9	The guest specialist management feels completely satisfied to provide the best services?					
10	Is specialized management a renaissance in the world of hotel tourism sector?					
11	Professional management prefers to work technologically to quickly reach excellent service?					



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12	Is it a new experience in using tourism hotel work?					
13	Does the specialist management deliver on its promises to potential guests?					
14	Do the staff in the hotel tourism organization have highly specialized management skills that increase the guests' confidence in improving the service provided?					
15	The specialized management is keen to quickly process complaints submitted by guests?					

Thank you for your cooperation