
The Impact of Socialization on Workers

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Abstract: *The socialization of workers in the tourism sector is a vital area of study, dealing with how workers are shaped and developed within their organizations. This process has extensive implications for individuals and institutions they work for, and the services they provide to customers. In the context of tourism, this impact can be particularly tangible. Providing high-quality tourist services is the key to success in this sector, requiring workers to be familiar with various cultures and the specific needs of each customer segment.*

The importance of this research arises from the urgent need to understand and improve the socialization process of workers in the tourism sector. By examining the relationship between socialization and the quality of tourist services, the study can offer an insightful look into improving hospitality services in Iraq, especially those related to providing outstanding services to people with special needs.

To achieve this, a wide range of references and previous scientific research is used. This literature provides an in-depth and comprehensive view of the socialization of workers and the quality of tourist services. It also contributes to identifying the main aspects for improvement, and offering recommendations for achieving high-quality tourist services.

Furthermore, the research reviews and analyzes current practices and methods used in providing tourist services. This analysis includes looking at those related to offering exceptional services for people with special needs. This part of the research aims to reveal current challenges and gaps that might hinder providing high-quality services, and to offer recommendations that can help improve these services to meet the needs of all visitors.

Keywords: *Impact, Socialization, Workers, Hotels, Effect.*



1. INTRODUCTION

The research hypotheses were presented in the form of questions. To verify the accuracy of the research's hypothetical schema, a sample was selected from the departments of human resources, human resource development, and services in four hotels known for their numerous services tailored for people with special needs (Ishtar Hotel, Palestine Hotel, Mansour Hotel, and Baghdad Hotel) in Baghdad city, which is considered part of the research community to ensure the validity of the assumptions. The tools and methods used to gather and analyze data about these hotel organizations were determined, as detailed in the following sections:

Firstly, Research Conduct Location: The hotel organizations in Baghdad city (mentioned above) were chosen to conduct the research and test its variables against the adopted measurement items.

Secondly, Research Population and Sample: The research community represents the first-class hotels in Baghdad city, totaling 4 hotels. 200 questionnaires were distributed among the studied sample, which is suitable and compatible with the number of employees in the concerned departments in these hotels, with 50 questionnaires for each hotel. After being filled out by the sample members, only 150 questionnaires were retrieved and processed to serve the research project.

Thirdly: Tools Used in Data Collection:

Questionnaire: The questionnaire was adopted for data collection purposes. A set of interrelated questions was identified to achieve the research goal within the selected problem framework. The aim was to obtain data and information, and the numerical results in it measure the research variables. A set of measures was used and adopted after being arranged and prepared according to the requirements and directions of the research. The five-point Likert scale was used, as shown in the appendix.

Questionnaire Description:

The questionnaire is the primary source for measuring, analyzing questions and hypotheses, and testing them towards detailing the "socialization of workers" in these hotel organizations, represented by first-class hotels in Baghdad city, and their capacity and capabilities to achieve the quality of tourist services within them according to the research variables in the theoretical side.

The Questionnaire Was Divided Into:

- **First Section:** It included identification information, detailing the sample members' characteristics, showing the sample's properties represented by 5 variables (gender, age, academic qualification, job experience, job position) to obtain information and estimates of employee levels in these selected hotel organizations.



- **Second Section:** Contains 10 items expressing the independent variable (workers' socialization). It covered two dimensions: the first dimension (orientation) and the second dimension (supervision), each containing 5 items.
- **Third Section:** Contains 10 items expressing the dependent variable (quality of tourist services) spread across two dimensions, the first dimension (response) and the second dimension (safety and security), with each having 5 items.

The total number of items becomes 20. Their validity and reliability will be tested using the SPSS v23 software.

Table (1): Research Variables and Their Sub-dimensions

Research Variables		Number of Items
X1	Orientation	5
X2	Supervision	5
X	Socialization of Employees	10
Y1	Response	5
Y2	Safety and Security	5
Y	Quality of Tourism Services	10
Total items in the questionnaire		20

Source: Prepared by the researchers based on the research variables.

Methods of Describing and Analyzing Data

Various statistical methods and tools are employed during the research process to derive results. These are instrumental in testing hypotheses, understanding the underlying problems, and providing answers to the questions proposed in the study. The analysis is conducted through the SPSS software, version 23. The statistical methods encompass frequency distribution, graphical representations, percentages, weighted mean, standard deviation, and relative importance or response intensity. Additionally, statistical coefficients and tests such as Spearman's rank correlation coefficient, Pearson's simple correlation coefficient, simple linear regression coefficient, multiple regression coefficient, the coefficient of determination (R^2), and the F-test are employed.

Table (2): Correlation Coefficient Values

Correlation Coefficient Value	Interpretation
$r = 1$	Perfect correlation
$0.5 \leq r < 1$	Strong correlation
$0.3 \leq r < 0.5$	Moderate correlation
$0 < r < 0.3$	Weak correlation
$r = 0$	No correlation



Thirdly: Validity and Reliability Testing

Face Validity of the Questionnaire: This pertains to the questionnaire's ability to accurately represent the goal it was designed for. It should measure exactly what it was created to gauge and should mirror the content it aims to quantify, according to its relative weights. Each question or statement in the questionnaire should measure what the research assumes it should measure. Among several methods, the most straightforward is the validity determined by specialized expert judges relevant to the phenomenon under study. The questionnaire was presented to eight of these judges. Some sections were revised and adjusted after considering their feedback on its relevance to the dimension being measured. Table (3) showcases the outcomes of the questionnaire's face validity.

- A- The agreement rate among the expert professors/judges on the validity of the statements pertaining to "Socialization of Employees" reached 70%. This is a good percentage indicating that the expert professors/judges agreed on 7 out of the 10 statements allocated for the independent variable.
- B- The agreement rate among the expert professors/judges on the validity of the statements concerning "Quality of Tourist Services" amounted to 60%. This is a moderate percentage, signifying the agreement of the judges on 6 out of the 10 statements allocated for the dependent variable.
- C- The agreement rate of the expert professors/judges on the validity of all the questionnaire's statements was recorded at 65%. This is a good rate, confirming the agreement of the judges on 13 out of the 20 statements.

Table (3) Data for the Face Validity Test of the Questionnaire Measurement Tool

Research Variables		Number of Items	Items Agreed Upon	Percentage of Experts' Agreement on Validity of Items	Level of Validity	Analysis
X1	Orientation	5	4	80%	Very Good	Apparent validity in the items
x2	Supervision	5	3	60%	Average	Apparent validity in the items
x	Socialization of Employees	10	7	70%	Good	Apparent validity in the items regarding employees' socialization
Y1	Responsiveness	5	3	60%	Average	Apparent validity in the



						items
Y2	Safety and Security	5	3	60%	Average	Apparent validity in the items
Y	Quality of Tourism Services	10	6	60%	Average	Apparent validity in the items regarding quality of tourism services
Total Questionnaire Items		20	13	65%	Average	Good apparent validity in the overall questionnaire items

Source: Prepared by the researchers based on the opinions of the experts.

Fourth: Testing the Internal Consistency Validity of the Research Variables:

The internal consistency validity of the questionnaire was verified by calculating the Spearman correlation coefficient between the scores of each item from the axes items and the total score of the axis to which the item belongs using the statistical program SPSS version 23. This is explained as follows:

Internal Consistency of the Independent Variable Items ("Socialization of Employees"):

Table (6) indicates that the five items in the first dimension formed a significant correlation with ("Orientation"). At the same time, the same items showed a significant correlation with the "Socialization of Employees". The five items in the second dimension had a significant relationship with "Supervision", and at the same time, these items showed a significant correlation with "Socialization of Employees". This confirms the existence of high clarity and validity in the mentioned independent variable items.

Table (6) Results of Validity Tests for the Items of the "Socialization of Employees" Variable

Dimension		Items	Correlation Coefficient between the Item and its Dimension	Correlation Coefficient between the Item and Socialization of Workers
X1	Orientation	Q1	0.258**	0.445*
		Q2	0.781**	0.569**
		Q3	0.558**	0.429**
		Q4	0.572**	0.536**
		Q5	0.628**	0.520**
X2	Supervision	Q6	0.740**	0.473**
		Q7	0.754**	0.52**



		Q8	0.655**	0.495**
		A9	0.663**	0.494** (Note: A9 is kept as per the table provided)
		Q10	0.216**	0.627**
** Correlation is significant at the 0.01 level (2-tailed).				
* Correlation is significant at the 0.05 level (2-tailed).				

Source: Prepared by the researchers based on the results of SPSS V23 program.

Internal Consistency of the Dependent Variable's Paragraphs (Quality of Tourism Services):

Table (7) indicates that the five paragraphs within the first dimension have a significant correlation with (Response). At the same time, these paragraphs also registered a significant correlation with (Quality of Tourism Services). Meanwhile, the five paragraphs in the second dimension have a significant correlation with (Safety and Security). At the same time, these paragraphs also show a significant relationship with (Quality of Tourism Services). This confirms the existence of clarity and high validity in the mentioned dependent variable's paragraphs.

Dimension		Items	The correlation coefficient value between the item and the dimension that includes it	The correlation coefficient value between the item and the quality of tourism services
X1	Orientation	Q11	0.420**	0.308**
		Q12	0.672**	0.297**
		Q13	0.522**	0.352**
		Q14	0.497**	0.241**
		Q15	0.566**	0.356**
X2	Supervision	Q16	0.246**	0.286**
		Q17	0.562**	0.305**
		Q18	0.572**	0.198*
		Q19	0.560**	0.275**
		Q20	0.585**	0.273**
** Correlation is significant at the 0.01 level (2-tailed).				
* Correlation is significant at the 0.05 level (2-tailed).				

Source: Prepared by researchers based on the results of the SPSS V23 program.

Fifth: Descriptive Analysis of the Demographic Information of the Research Sample:

The previous results show that the research tool (questionnaire) is consistent and of a good level after making modifications to it. This enables us to apply it to the entire sample, as follows:



- 1. Social Gender:** Among the sample members, males were predominant, with a count of (123) or (82%). Meanwhile, females numbered (27), constituting (18%) of the total surveyed sample.
- 2. Age Group:** The age group (30 years and below) formed the majority among the sample members, with a count of (75), representing (50%) of the sample. In contrast, those aged 60 years and above were the least represented with a count of (3), forming (2%) of the sample.
- 3. Educational Qualification:** Diploma holders in the studied sample were the majority, numbering (55) or (36.67%). This suggests that the respondents possess significant academic expertise, providing scientific answers to the questionnaire items. Doctorate degree holders were the fewest, with (6) making up (4%) of the sample.
- 4. Professional Experience:** Those who have a service duration of (6-9 years) in the studied sample were the majority, with a count of (57), representing (38%). Meanwhile, those with a service duration of (20 years or more) numbered (8), constituting the smallest percentage at (5.33%).
- 5. Job Position:** Those whose job title was (Department Services Employee) in the studied sample had the highest representation, numbering (132) or (88%). On the other hand, those holding the position of (Human Resources Development Department Manager) were the fewest, with a count of (2), making up (1.3%) of the sample.

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