

## **TOURISM WORKERS AND THE MOST PROMINENT PROBLEMS WITH TOURISTS**

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**ABSTRACT:** *The aim of the research is to develop a vision for the professional work of the workers in the tourism sector and highlight their problems with tourists. A number of controls work to regulate the behavior of workers in the tourism sector, taking into account the traditions and customs of the profession. Some negative behaviors may occur from some workers in the tourism sector due to some misconduct of some tourists. The study is conducted on the employees of tourism, and distributed 150 questionnaires, of which (130) returned a questionnaire. It was excluded (30) questionnaires, so relied on (100). The study found a number of results, the most important of which are problems between the workers in tourism and tourists due to the gender variable, and there are problems between the workers in tourism and tourists due to the variable age. The study recommended the following: To spread tourism awareness among the tourism workers with the importance of developing a language and career development by organizing lectures, seminars, conferences, institutions, governmental and non-governmental bodies. Providing tourist training courses for all employees in tourism and giving them courses in different languages in cooperation with colleges and institutes of tourism and hotels.*

**KEYWORD:** Tourism, Workers, Tourists, Language

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### **INTRODUCTION**

In the last quarter of the 20th century, Jordan was interested in the tourism industry and attracting international tourism by creating the appropriate factors. Jordan enjoys the ADVANTAGES of being suitable for tourism. The most important is the distinguished location in the middle of the world. Jordan is the hub of three continents of Asia, Africa and Europe. In addition, Jordan is one of the most stable countries in the Middle East in terms of economic and security, which positively affects the investment climate.

His Majesty King Abdullah II affirmed the importance of the vital role of the tourism sector in the Kingdom and its contribution to achieving sustainable growth rates and providing more jobs for the sons and daughters of the country.

Employees have to deal with their customers honestly and faithfully. These qualities play an important role in winning customer satisfaction and long-term loyalty. They should also ensure that they are constantly delivering outstanding service and commitment to their clients' duties to the fullest, while providing innovative solutions to all problems that the client may face. Lack of credibility adversely affects the employee himself, the company and its reputation.

Poor communication may be the main reason for customers to search for other tour operators who are more interested in their customers and meet their needs more effectively.

Despite the efforts of successive Jordanian governments to prepare and create the organizational climate that motivates the workers to develop their performance in the organizations of different workers, including those in Jordanian tourism companies, and the use of high-efficiency technology through the creation of training programs and quality, and thus achieve excellence in these companies.

Tourism workers must provide tourists with the necessary information, provide facilities, organize cooperation mechanisms with public administrations and security agencies, protect tourists and provide tourist facilities to ensure the return of tourists to their countries by the host country. Taking into consideration the rights of workers in tourism, The senior administrations of their respective countries and their host countries, with flexibility in the nature of their work and the provision of training courses for them.

## LITERATURE REVIEW

Al - Hawari Sheikh Omar (2017) conditions for the success of the process of language communication.

Linguistic communication is a social event necessitated by the necessities of life. All societies share the need for communication, communication and dialogue. This is what Ibn Khaldun points out in his statement: "... the life of the individual can not be achieved. "1 The communication does not refer to merely a specific and meaningful verbal transmission of letters, but refers to all the processes in which people deal with each other in different contexts. 2. It is not necessary that this communication is to Sanya - verbal codes - Non-verbal codes are effective in communicating.

Zaleka Adam, The need to teach Arabic language and enhance its role Malaysian tourism sector as a model.

The administrative staff of the Malaysian Ministry of Tourism referred to the problem of the lack of use of the Arabic language in their work. They use English in dealing with employees and agents from the Arab countries. Arab tourism does not achieve its desired objectives due to slow communication and lack of understanding. So I suggested that the staff in the marketing department learn Arabic so that they can communicate with Arab tourists and take care of their needs. She also suggested that the use of Arabic by staff should be continuous so that communication would be fruitful with the Arabs. In the light of the fact that the teaching of the Arabic language for tourism is necessary, especially in light of the interest of the Malaysian Ministry of Tourism to the arrival of many Arab tourists, and prepare to receive them well in Malaysia. Staff at the Ministry of Tourism, hotel staff, tour guides, airport staff, the staff at tourist agencies, taxi drivers and staff at business centers play an important role in the completion of the project.

Najat Abdul Muttalib Mohammed Jawad, the importance of English in the tourism sector and hotel.

English is one of the world's most widely spoken languages, but it is the universal language adopted in most countries of the world, especially nowadays. As people around the world rely on them for their social and economic well-being. English has begun to be rooted internationally in political, commercial, security, communications, entertainment,

communication, media and education. Tourism is an old human activity that developed rapidly at the end of the last century. It is simply traveling from one country to another for several reasons, the most important of which are entertainment and sightseeing of different countries. And that the tourism industry is linked to the human desire to know and to transcend borders. The travel and tourism market has proved that it can absorb the world until it is said that tourism industry the world to the whole world. Thus, English is a language of support for people traveling around the world, including tourism campaigns, business meetings, academic conferences, international conferences, etc. Tourist guides, emergency instructions, maps and street signs are all written in English along with the local language. This is necessary for the worker in the field of tourism as well as the hotel industry as well as the traveler to another country and the son of the country to learn English. As learning this language is one of the programs of general tourism education for the three advanced classes. As a result, the ability of tourism and hotel operators to communicate with foreign tourists is important for the growth of the developed and thus economic growth of the future country. This results in increased satisfaction of tourists and ensuring their return to visit. It is therefore necessary to introduce English into training programs for workers in the tourism and hotel sectors.

Zuhair Abbas, The role of language in increasing the efficiency of the performance of workers in the tourism sector Field study on the Palestine Hotel and the International Hotel Sudair

The human resources in the tourism sector is an important element in the development and progress of tourism activity, and it has a great role in activating the tourism movement in the country, and the tourism sector depends very much on the human resources specialized in providing services to incoming tourists. Hence the role of language in increasing efficiency and performance Through their proficiency in certain languages, which enable them to understand and communicate with tourists and know their needs and avoid mistakes and misunderstandings through knowledge of their customs and social traditions, as well as follow up the latest developments and methods of global tourism service and therefore the language is one of the means through which Here are the big and fast developments in the hospitality industry. Therefore, language is an important means by which to know the needs and desires of tourists and the speed to meet them so that employees can win the admiration and admiration and satisfaction of the guest through good behavior The researcher noted that there is weakness in the language field, which is a very high percentage in the tourism sector, despite the importance of language in the activity of the language. The second section included a historical overview of the Palestine Hotel and the Hotel Al Sudair with some details about the hotel sections. The third section was devoted to analyzing the questionnaire which included a group of General questions related to the study sample of 110 respondents studied in first class hotels.

Muayad Abdul Hussain Al-Fadl, 2016, The role of body language in marketing tourism service.

This research is based on a fundamental objective, namely, the role that the human body can play in marketing the tourism service through facial expressions and movements of the rest of the body, and to trace the potential of the body language of the tourist service provider as a factor to support the management of religious tourism. During the basic functions of the Organization of the production and marketing of the tourist service and financial and human resources necessary for the continuation of the work of religious tourist sites, as the potential

offered to the provider of tourism service to support the management of religious tourism in the province of Najaf, The researcher concluded that the body language can be employed in two directions: the first is to attract tourists if all the movements of the face and body have a positive effect; the second is towards the aversion of the tourist and not to return the visit. To the same location. It is also assumed that there will be training and education for all employees of the management of tourist facilities (whether in the public sector or the private sector) in the importance of the body language in marketing the tourist service. The researcher noted that there is no strategic vision in the tourism sector, Illnesses Compared to what exists in neighboring countries such as any of Ren, Syria, Turkey, Saudi Arabia ...etc. The marketing of tourist services in the religious governorates requires a general return for all their destinations and service stations, as well as a lack of understanding of the movements of the body by the workers in the tourist sector.

Samir Khalil Shammato (2015), the use of fluent language in front office workers to develop hotel institutions in Karbala

The hotel room generates one job in the hotel sector and 1.75 jobs in the tourism sector and other sectors. Statistics show that the world's tourism sector employs directly and indirectly more than 200 million workers around the world, with expectations of an increase in the coming years. Studies show that tourism has the potential to provide more than 10.3% of the total wages of workers in the world. The World Tourism Organization estimates that tourism accounts for 75% of all jobs, especially the accommodation sector. The front offices of the hotel establishments are the first impression of the place where the tourist is replaced. The staffs in these offices are the key to building bridges of friendship, trust and communication between employees and guests. However, it is difficult for the Arab to understand the dialectic dialect spoken by her people in another country. And to repeat the sentence or the question many times as if translated if spoken colloquially, and in this waste of effort and waste of time, hence the importance of research. The problem is that the language is one of the most important means of communication between the tourist and the tourist service provider, so the advantages of the language and its methods are shown immediately when providing the service. The problem is that many of the commonly used colloquial words have different meanings on the recipient. The different singular dialects lead to many problems in communication between people in general, and tourists of different countries in particular, as the real problem in the Arabic dialects appear as a result of the differences of these dialects that led to the understood the Arab brother of the other Arab. The premise of the research is to find a common ground or a common language, which is the clear language known to all Arabs and Muslims, and urged the employees of the front offices of the hotel enterprises to increase the skill of communication and its quality and components and importance, through the implementation of programs for general awareness of the language supervised by the bodies supervising the tourist activity. The research aims to identify the different meanings and interpretation of the different local dialects of the tourists coming to the holy city of Karbala, the differences in communication attitudes and their negative repercussions in dealing between the employees of the front offices of the hotel establishments with the guests and work to correct the communicative process by using the workers in fluent language in order to contribute to the success of communication between workers and tourists.

### **The importance of the study:**

The development of the tourism sector is one of the most important economic activities that play a major role in supporting the Jordanian economy. The development of the tourism

sector is one of the most important objectives that Jordan seeks to achieve and reach through the efforts of the state to harness all the necessary resources and develop appropriate plans, ensure the safety of its path to sustainable development.

### **Objective of the study:**

The aim of the research is to develop a vision for the professional work of the workers in the tourism sector and highlight their problems with tourists. A number of controls work to regulate the behavior of workers in the tourism sector, taking into account the traditions and customs of the profession. Some negative behaviors may occur from some workers in the tourism sector due to some misconduct of some tourists which adversely affects the relationship between the employee and the tourist.

### **The study Problem:**

The weakness of the training of workers in tourism and hotels to learn foreign languages is an important problem in the way of tourism and hotel development, especially the international languages and has spread in various fields in the world, such as communications, trade, politics, economy and education.

At the same time, tourism has returned in the present era of modern and developed industries that have spread in all countries of the world. It is therefore necessary for workers in the tourism sector and hotels to learn this language, which helps them to communicate with tourists and understand foreign cultures.

### **The Methodology of the study**

This study belongs to the analytical exploratory studies and adopts the method of collecting and analyzing data to reach the results. The study is conducted on the employees of tourism, 150 questionnaires were distributed, 130 of which were returned and 30 were excluded. (100) questionnaires we were able to obtain and collected data from them through the questionnaire, representing the research community and the sample of the study.

### **The study Hypotheses**

- 1 - There are problems between workers in tourism and tourists attributed to the gender variable.
- 2 - There are problems between workers in tourism and tourists due to the variable age.
3. There are problems between tourism workers and tourists in terms of language.
4. There are problems between workers in tourism and tourists in terms of functionality.

### **Stability of the tool:**

The stability of the instrument has been tested by the Cronbach Alpha test. In view of Table 1,

1. The value of alpha for special dimension paragraphs was 0.50
2. The value of alpha for the dimension of the organizational dimension was 0.70

All these values are greater than 0.65 in the sense that there is stability in the study tool.

**Table (1): Results of the Cronbach Alpha test for the study**

Dimension	alpha value
Linguistic	<b>0.50</b>
Functional	<b>0.70</b>

Describe the personal and functional factors of respondents:

Table (2) describes the personal and functional factors of the sample members, as follows:

- Sex: 40% of the respondents are female, 60% of whom are male.
- Age: 45.0% of the sample were 30-40 years of age, 35.0% of whom were between 20-29 years old, 10% were between 41 and 50 years old, and 10% were 50 years old and older.
- Monthly income: 50.0%, ranging between \$ 551 and \$ 1055, and 40% more than \$ 1056. And 10% ranging between \$ 300 and \$ 550.
- The level of education: 30% of the sample of the sample of the bachelor, 30% of the diploma, 20% of the graduate campaign, and 10% of the secondary.

**Table (2): Frequency and Percentages of Personality Variables for Respondents:**

Percentage (%)	Frequency	Category	Variable
60	60	Male	Gender
40	40	Female	
35	35	29-20	Age
45	45	40-30	
10	10	50-41	
10	10	50+	
10	10	550 – 300	Income
50	50	1055 – 501	
40	40	1056≥	
10	10	Less than secondary	education level
10	10	High School	
30	30	diploma	
40	30	BA	
20	20	Postgraduate	

### Testing and analysis of hypotheses:

The first hypothesis:

There are problems between tourism workers and tourists due to the gender variable.

Table 3 shows that the observed significance levels of the differences were greater than 0.44, meaning that they are not statistically significant, and there are differences due to the gender

variable. That is, both males and females feel that there are problems in terms of language and function.

**Table (3): Gender Variable Results:**

Sig level for t value	T value for diff	Sig level of		Arith mean		Dimension
		F	M	F	M	
0.44	1.15	2.00	1.00	5.50	4.50	Language
0.22	1.05	1.00	0.50	5.51	4.01	Functional

**The second hypothesis:**

There are problems between tourism workers and tourists due to the variable age

Table 4 shows that the observed significance levels were greater than 0.05, meaning that there are differences between different age groups.

**Table (4): Results of a single test with respect to the age variable:**

Dimension	F test Sig	level for F test of diff
Language	2.50	0.05
Functional	4.50	0.010

As for the functional problems, the level of significance is 0.010, meaning that there are differences in the age groups' feelings of problems.

**The third hypothesis:**

There are problems between tourism workers and tourists in terms of functionality.

Table 5 shows all the paragraphs obtained from an arithmetic mean greater than 3.50 and the significance levels of observation are less than 0.01. In other words, all these problems are statistically significant. Paragraph 1, which indicates that the tourists coming to the Queen exceeds the absorptive capacity of the country, ranked first and in the middle of the calculation of 6.05, and paragraph 3, which states that the behavior of the wrong tourist leads to the entry of workers in tourism and tourists in problems ranked second and the middle of my account 4.40.

And paragraph 4, which states that the role of governmental and supervisory bodies sufficient role in the follow-up companies to work career of the workers in tourism companies ranked last within the paragraphs are accepted statistically and with a mathematical mean 4.41.

And the combined sentences, which represent the problems of the functional aspect, the arithmetic mean is 5.20 and the mean significance of 0.01, thus rejecting the third hypothesis, there are statistically significant differences in problems between workers in tourism and tourists in terms of functionality

**Table (5): The arithmetic mean, the standard deviation, the t value and the significance level of the t value Functional problems:**

Sig lev	T-Value	Std. dev	Arithmetic Mean	Item	No.
0.00	5.60	2.00	6.05	The incoming tourists to the Queen exceed the absorptive capacity of the country	1
0.00	5.40	2.01	3.50	Tourists must comply with regulations established by tourism regulators	2
0.01	5.61	2.06	4.40	The erroneous behavior of the tourist leads to the entry of tourism workers and tourists into problems	3
0.00	5.63	2.05	4.41	The role of governmental and supervisory bodies in providing an adequate role in the follow-up of companies in the career work of employees in tourism companies	4
0.01	5.58	2.04	5.20	All items	

**The fourth hypothesis:**

There are problems between tourism workers and tourists in terms of language.

able 6 shows that all of the paragraphs obtained an arithmetic mean greater than 4.00 and a mean significance level of less than 0.01 and thus all these problems are statistically significant.

Paragraph 8, which states that the language is not a barrier to communicate with the tourist in the first place and the center of my account 4.50.

Paragraph 5, which states that the attempt to understand the tourist even if I did not master his language ranked second and the middle of my account 4.49.

As for the combined paragraphs, which represent the problems of language, the mathematical mean is 4.44, and the significance level is 0.01. The fourth hypothesis is rejected. There are statistically significant differences in problems between tourism workers and tourists in terms of language.



**Table (6): The arithmetic mean, the standard deviation, the t value, and the level of significance of t for the problems of language:**

Sig lev	T-Value	Std. dev	Arithmetic Mean	Item	No.
0.00	5.00	2.00	4.49	I try to understand the tourist even if I do not understand his language	5
0.00	5.00	2.01	4.40	Try to get the information easily and easily to the tourist	6
0.00	4.50	2.00	4.20	Try to understand the request of the tourist through his movements and signals even if I do not understand his language	7
0.01	5.50	2.02	4.50	Language is not a barrier to communication with the tourist	8
0.01	11.09	2.01	4.44	All items	

Results:

**The study found the following results:**

- 1 - There are problems between workers in tourism and tourists attributed to the gender variable.
- 2 - There are problems between workers in tourism and tourists due to the variable age.
3. There are problems between tourism workers and tourists in terms of language.
4. There are problems between workers in tourism and tourists in terms of functionality.

**Recommendations:**

- 1- To spread the tourism awareness among the tourism workers in the importance of developing a language and career development by organizing lectures, seminars, conferences, institutions, governmental and non-governmental bodies.
- 2 - Try to reduce the difficulties facing the tourist and his assistance during his tour
- 3- Providing tourist training courses for all workers in tourism and granting them courses in different languages in cooperation with colleges and institutes of tourism and hotels.
- 4 - Providing the hands of a qualified worker in the tourism sector can contact the tourist and show Jordan in a dignified manner

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