

**UTILIZING DIALOGUE ETHICS FOR HUMAN RESOURCES IN THE
DEVELOPMENT OF TOURIST GUIDING PROFESSION: AN ANALYTICAL
STUDY OF SELECTED MANAGERS OF TOURIST COMPANIES IN
KARBALA, IRAQ**

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ABSTRACT	KEY WORDS
<p>This research aims to apply Dialogue Ethics (DE) to human resources in the tourist industry for the development of the Tourist guiding profession (TG.p) in tourist companies within the holy province of Karbala. The research problem stems from several inquiries concerning the understanding of the relational and influential nature of field variables. The study employed Habermes's scale (1996) to measure dialogue ethics across three dimensions (Clarity (Pr), Integrity (CL), Honesty (HO)). The dependent variable was measured as the Tourist guiding profession in a unidimensional manner through a 10-item scale. The primary data collection tool was a questionnaire, and the sample included 115 managers from tourist companies in Karbala. The researcher determined the required sample size using the Herbert Arkin equation, resulting in a sample of 88 managers. Data analysis and processing were conducted statistically using Structural Equation Modeling, confirmatory factor analysis, descriptive scales, Pearson correlation coefficient, and simple linear regression analysis with statistical software including SPSS, Amos (Version 26). Statistical analysis results demonstrated a significant and meaningful impact of dialogue ethics on the development of the Tourist guiding profession. The results indicated a progression in the influence of the dimensions of dialogue ethics, starting with Clarity (Pr), followed by Honesty (HO), and finally, Integrity (CL), in terms of impact on the development of the Tourist guiding profession in tourist companies within the holy province of Karbala.</p>	<p>Dialogue Ethics, Tourist guiding profession.</p>

Introduction

The intellectual stagnation in tourism can be attributed to the absence of constructive ethical dialogue that solidifies the values of collaboration between human resources and tourists. Ethical dialogue dictates commitment to positive communication, avoidance of falsehood and hypocrisy in presenting any tourist program. The crucial role of a tourist guide in their profession lies in promoting an ethical culture that serves the competitive company's trajectory. Tourism companies that adopt ethical dialogue gain significant importance, as it represents a cultural and cognitive aspect essential for

addressing various situations and problems. Ethical dialogue steers thinking away from impulsiveness due to work pressure, as commitment to ethical principles means adherence to reason, logic, knowledge, and values.

The human resources' progression with this approach implies the implementation of an organizational ethical culture, steering them away from problems and making them more stable. Tourism companies need the fields of culture and literature as behavioral frameworks that clarify the principles adopted in their organizational structure. The significance of ethical dialogue necessitates understanding the concept of dialogue and defining its types to employ it in the correct context. The ethical dialogue sought by tourism companies should be rooted in scientific and religious knowledge. Calm dialogue reveals many aspects with free ideas aimed at the distinctive organizational construction through which companies compete in their markets.

The profession of tourist guide must be based on the ethics of dialogue as a standard of consciousness in the practices of the tourist guide, leaving an impact on tourists and the entire tourism process. In light of this, the research aims to determine the extent of the ethical impact of dialogue on human resources in tourism in developing the profession of tourist guide. The research is divided into four sections, including the first section covering the cognitive framework of variables. The second section outlines the research methodology, while the third section discusses the field framework. The fourth section highlights the research's most important findings and recommendations.

1. Research Methodology

Many tourism companies aim to adopt unified ethical values that shape the culture of their human resources across departments. Ethical dialogue is a vital science that regulates the relationship of individuals in society in general and the workers in the tourism sector in particular. The profession of tourist guide carries profound messages, representing the history and civilization of countries. Therefore, a tourist guide must work according to ethical values and guidelines that reflect a positive image of their country.

In light of this, the researcher utilized the descriptive-analytical approach in preparing the research, employing scientific methods as follows:

1.1 Research Problem:

Due to the dominance of ethical considerations and the multitude of opinions without defined standards for ethical dialogue in the tourism companies' environment, the research problem can be described by the following questions:

1. What is the significance of employing ethical dialogue in developing the profession of tourist guide?
2. What is the nature of the relational connection between research variables at the field level?
3. To what extent do the dimensions of ethical dialogue impact the development of the profession of tourist guide?

1.2 Significance of the Research:

The significance of the research lies in:

1. Increasing the interest of tourism companies in the importance of ethical dialogue as it adds values and principles that contribute to the development of tourist guide.

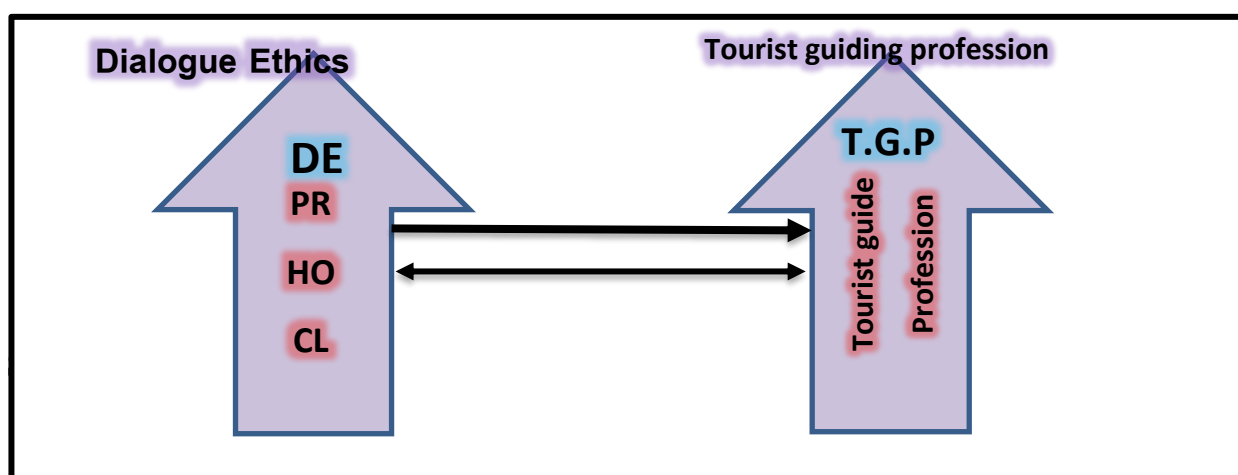
2. The importance of ethical dialogue in building an organizational structure for companies within ethical standards that everyone adheres to.
3. Ethical dialogue serves as a comprehensive framework for all tourism companies seeking service quality through their workforce.

1.3 Research Objectives:

The research aims to achieve the following objectives:

1. Understand the nature and type of impact that ethical dialogue will have on the profession of tourist guide.
2. Present the research as a genuine starting point to address the working environments of tourism companies through ethical values.
3. Identify the ethical values of dialogue from the perspective of tourism company managers.
4. Understand the extent to which employees in tourism companies benefit from employing ethical standards and their acceptance in the company's environment.

1.4 Hypothetical chart:



1.5 Research hypotheses:

1. First Hypothesis: There is a statistically significant relationship between the dimensions of ethical dialogue and the profession of tourist guide.
2. Second Hypothesis: There is a statistically significant impact relationship between the dimensions of ethical dialogue and the profession of tourist guide.

1.6 Research Population and Sample

The research community consists of managers of tourism companies in Karbala, numbering (115) company managers. To determine the sample size, the researcher will rely on the Herbert Oakn equation:

$$n = \frac{p(1-p)}{(SE \div t) + [p(1-p) \div N]}$$

In conducting the study, the researcher determined the sample size to be (88) managers of a tourism company. The researcher distributed (115) survey forms, and (90) were returned, with (2) deemed invalid and unsuitable for statistical analysis.

1.7 Research Variables and Their Measures:

The research includes essential variables as follows:

1. Dialogue Ethics (Independent Variable): The researcher adopted the ready-made scale by (Habermes,1996) to identify its sub-dimensions, comprising three dimensions – honesty, accuracy, and truth – each with specific items. These were rigorously formulated and presented to reviewers before being administered to the research sample.
2. Tourist guiding profession (Dependent Variable): The researcher employed a single-dimensional scale, testing the reliability of its sub-dimensions using Cronbach's Alpha, as indicated in Table (1). The researcher employed a descriptive-analytical approach, collecting information and data from books, theses, and the internet for the theoretical aspect. In the field, a survey questionnaire was utilized.

1.8 Tools, Methods, and Statistical Techniques

To analyze results and test study hypotheses, various statistical methods were used, aligning with the nature of the obtained data. The researcher utilized (SPSS v.26) and (Amos v.24)for statistical analyses. The following tools were required:

1. Confirmatory Factor Analysis: To ensure the scale's validity and alignment with its theoretical structure.
2. Reliability Coefficient: To verify the measurement's accuracy and its field capacity.
3. Statistical Tools: (Mean, Percentage, Standard Deviation, Coefficient of Variation, Relative Importance).
4. Pearson Correlation Coefficient: To determine the strength of relationships between variables.
5. Structural Equation Modeling: To identify the causal relationships between research variables.

2. The Conceptual Framework of the Research Variables

2.1 Dialogue Ethics (DE): The Concept, The Importance

2.1.1 The Dimensions Dialogue Ethics (The Concept) DE:

Many experts in the tourism sector emphasize the importance of incorporating the dimensions of dialogue ethics into the culture of tourism organizations due to its significant impact on stabilizing their internal environment. To understand the concept of dialogue ethics, we must delve into this broad concept. According to Aati, it is a science that encompasses value judgments related to actions described as good or bad (Aati, 2011, p. 10). As for Al-Sakarnah, he refers to dialogue ethics as a set of meanings and stable qualities within oneself. Based on these, actions are judged positively or negatively by individuals, influencing their behavior, whether they approve or refrain from it (Al-Sakarnah, 2011, p. 19). Al-Sufi states that dialogue is a discussion between two or more parties aimed at correcting speech, presenting arguments, proving the truth, refuting doubts, and responding to criticisms logically and dialectically (Al-Sufi, 2019, p. 2). Constructive dialogue plays a pivotal role in achieving organizational harmony in the work environment, enhancing the fabric of relationships among community members, instilling a sense of tranquility, promoting dialogue ethics, tolerance, and

understanding among individuals by bridging perspectives. This reduces intellectual distances between different currents, contributing to achieving aspects of peace and harmony in society (Abdullah, 2018, p. 4). Therefore, dialogue ethics form a specific foundation, and the essence of this foundation lies in conversation and any dialogue between two parties means a fabric of exchanged ideas for ethical communication, generating a greater level of mutual understanding. Here lies the ethical and creative dialogue (Al-Sharoud, 2019, p. 477). Dialogue ethics serve as the governing principle for any profession, adhering to ethical standards that impact its organizational outcomes (Adeyeye et al, 2015, p. 268). Al-Askari and Rasheed highlight a difference in the concept of ethics between Islamic and contemporary philosophical theories. Islamic philosophy interprets ethics as absolute and unchanging values, unaffected by time, place, or circumstances. Simultaneously, it exhibits flexibility, being adaptable to embrace new values (Al-Askari et al, 2020, p. 62). The profession of tourist guide relies directly on the values and principles of human resources working in tourism organizations. Employees must exhibit behaviors based on ethics that reflect their respect for the guest, represented by the tourist. The role of individuals in the tourist guiding profession reflects its impact on the profession itself through the ethics of constructive dialogue, aimed at its development (Jabr, 2022, p. 174).

2.1.2 Importance of Dialogue Ethics:

The study by Abdulwahid and Hussein emphasizes the necessity of adhering to ethical standards based on values and principles agreed upon by all divine religions. A sound ethical foundation is crucial in facing challenges in various aspects, whether intellectual, cultural, social, or religious. Managing any profession requires an integrated ethical culture governing its human resources. The importance of dialogue ethics, as pointed out by Abdulwahid and Hussein, lies in its role of building mutual trust among human resources in different organizations, regardless of their differences (Abdulwahid, et al, 2019, p. 1). Key Points on the Importance of Dialogue Ethics, as mentioned by (Al-Sakarnah, 2012, p. 38), (Shararah, 2020, p. 27) and (Al-Asadi, 2019, p. 71):

1. Ethical dialogue serves as a means of exchanging opinions to reach an agreement between parties.
2. It protects tourism companies from ethical deviations in their programs.
3. It contributes to building the cultural identity of tourism companies.
4. Ethical standards help strengthen social ties among employees.
5. Dialogue ethics form a professional foundation for tourism companies.
6. It creates an environment based on free cognitive communication among workers in the tourism sector.
7. The existence of an ethical charter acts as a fundamental reference for human resources to address behavioral problems during work.

Therefore, emphasizing the importance of dialogue ethics is crucial in developing the tourist guiding profession by solidifying ethical concepts and standards among human resources in tourism companies. This fosters an ethical environment based on constructive ethical dialogue, involving employees in ethical issues and addressing them to confront changes that may hinder the evolution of the tourist guiding profession.

2.1.3 Ethical Dimensions of Dialogue:

Dialogue, with its ethical considerations, is one of the most widely exchanged and practiced forms of human discourse. The ethics of dialogue serve as the optimal path for the development of any

profession, whether in tourism or other fields, with diverse, extensive, and profound dimensions that encompass all areas and issues. Every profession utilizes ethical dialogue, making the discussion of the ethical dimensions of dialogue crucial for the advancement of the profession of tourist guidance (Al-Sharoud, 2019, p. 493).

Given that the profession heavily relies on dialogues among human resources, ethical dialogue becomes an accepted discourse leading to positive outcomes that serve organizations in general. Those working in the tourism sector must possess knowledge and insight to aid in the development of their profession (Al-Sharoud, 2019, p. 493). In this context, ethical dimensions of dialogue can be highlighted as follows:

1. **Probity:** Integrity in Islam is a significant responsibility for individuals and is one of the Islamic educational values that encourage Muslims to embody it in all their dealings with society. Probity is a crucial ethical criterion for any organization or culture, representing a religious and moral concept that researchers emphasize as the foundation for building an ethical environment within business organizations (Al-Baldawi, 2012, p. 195).
2. **Clarity:** Clarity refers to transparency in presenting positions from the other party's perspective. This modern concept has attracted the attention of tourism companies, emphasizing the attractiveness of human resources in drawing attention and building a unified cognitive alignment by transparently and clearly presenting topics. This aids workers in creating an honest and clear ethical culture, method, and values to achieve desired goals (Miad et al., 2021, p. 2500).
3. **Honesty:** Honesty holds a significant position in Islam, with numerous sayings and teachings emphasizing its role in leading individuals to good character in actions and righteousness in conditions. Honesty is a crucial aspect of ethical considerations, and its impact is evident in the ethics directly reflected in the business community. Consequently, a society becomes productive and contributive, reflecting on its development and distinctiveness. As honesty in its dealings becomes evident, it establishes a respectable competitive position in tourist markets (Ameen, 2023, p. 50).

2.2 Tourist Guidance Profession (Concept and Importance):

Concept:

The concept of the profession is a focal point in human resources activities, representing a set of duties and activities performed by an individual for a specific remuneration, utilizing qualifications and skills (Al-Dhahn, 2006, p. 273). Linguistically, a profession, according to Al-Wasit Dictionary, refers to work that requires experience and skill and is practiced for compensation. The term "your profession" is synonymous with your work, aligning with the occupation of one's family in their service. The individual adopts the attire of their profession during their work activities and behaviors (Ibrahim et al., 2005).

Tourist guidance emerged as a profession when the need for travel and exploration arose. The regulations governing the profession are old and do not meet the requirements of the tourism labor market within the field of tourist guidance (Jawad.etal,2020, p. 217). (Mahmoud.etal)define the guidance process as a dynamic interactive professional relationship between the guide and tourists, aiming to provide services and information to assist them in enjoying the trip and achieving their intended goals (Mahmoud.etal, 2019, p. 672).

In light of this, the role of the tourist guidance profession in the economies of developing countries is crucial, as it serves as a sensitive occupation with its own data and strength in attracting hard currency

for countries prioritizing tourism. This is affirmed by studies addressing the services sector, as tourism is a service sector, and the significant role it plays for countries relying on tourist resources based on service.

Importance:

The importance of the tourist guidance profession lies in its complementarity to tourist activities, requiring scientific and technical skills in reading historical, archaeological, and other scientific aspects. Given its importance, it necessitates the provision of trained individuals specializing in the guidance profession. This not only fulfills the needs and revenues of the tourism sector, serving the state's budget, but also enhances the competitiveness of tourism organizations in the markets (Khalaf,2023,p.1755). Referring to the ethics of dialogue and its pivotal role in the success and progress of the profession, experts have identified ethical standards as a set of behavioral criteria used by tourist guides as a reference for guiding ethical behavior during their performance. These standards are employed by management and members of the tourist group to assess the commitment of tourist guides (Aati, 2020, p. 35).

Therefore, the importance of the tourist guidance profession lies in employing historical, archaeological, and cultural components scientifically, connecting studies specific to the guidance profession with the tourism reality of any country, and organizing the tourism industry, including the management of its aspects, such as the tourist guidance profession

3. The Field Framework of Research Variables

3.1 Testing the Normal Distribution of the Variable (Dialogue Ethics):

Table (1) displays all values of skewness, kurtosis (low and high), falling within the boundaries of the natural distribution with a magnitude of $(2.54\pm)$. This affirms that all items of the dialogue ethics variable adhere to the normal distribution, indicating the utilization of inferential statistics in the test.

Table (1): the results of testing the normal distribution symmetry for the variable (Dialogue Ethics).

Assessment of normality (Group number 1)

Variable	min	max	skew	cr	kurtosis	cr
h5	1.000	5.000	-.594	-2.276	-1.000	-1.914
h4	1.000	5.000	-1.328	-5.087	.615	1.177
h3	1.000	5.000	-1.102	-4.219	-.012	-.023
h2	1.000	5.000	-1.206	-4.620	.515	.986
h1	1.000	5.000	-1.281	-4.905	.446	.854
C5	1.000	5.000	-1.191	-4.563	.870	1.667
C4	1.000	5.000	-1.509	-5.780	1.308	2.504
C3	1.000	5.000	-.985	-3.773	.219	.419
C2	1.000	5.000	-1.449	-5.548	.979	1.875
C1	1.000	5.000	-1.496	-5.730	1.972	3.776
p5	1.000	5.000	-1.310	-5.016	1.111	2.127
p4	1.000	5.000	-1.315	-5.038	.786	1.505
p3	1.000	5.000	-1.645	-6.301	1.993	3.815
p2	1.000	5.000	-1.344	-5.147	.911	1.744
Multivariate					126.937	28.129

Source: Prepared by the researcher based on the program (Spss V.26)

3.2 The normal distribution test for the variable (Tourist Guiding Profession):

Table (2) shows that all values of skewness and kurtosis fall within the boundaries of the normal distribution, specifically (2.54±). This confirms that all items of the Tourist Guiding Profession variable adhere to the normal distribution, indicating the appropriateness of employing statistical measures in the test.

Table (2) Results of the normal distribution test for the variable of Tourist guiding profession

Assessment of normality (Group number 1)

Variable	min	max	skew	cr	kurtosis	cr
T10	1.000	5.000	-2.345	-8.979	8.464	16.207
T9	1.000	5.000	-2.379	-9.112	8.583	16.436
T8	1.000	5.000	-2.321	-8.888	4.568	8.747
T7	1.000	5.000	-1.558	-5.968	1.196	2.289
T6	1.000	5.000	-1.381	-5.288	1.068	2.045
T5	1.000	5.000	-1.439	-5.512	1.098	2.103
T4	1.000	5.000	-1.361	-5.211	.822	1.574
T3	1.000	5.000	-1.051	-4.025	-.119	-.228
T2	1.000	5.000	-.963	-3.687	-.298	-.570
T1	1.000	5.000	-.860	-3.295	-.568	-1.088
Multivariate					63.669	19.277

Source: Prepared by the researcher based on the program (Spss V.26)

3.3 The constructive-assertive sincerity of the (Dialogue Ethics) scale:

This has been measured using three sub-dimensions (HO (5) items, CL (5) items, PR(4) items). Figure (2) illustrates the standard parameter estimates that exceeded a value percentage of (%40), as depicted in Figure (2), all of which are statistically significant. When observing the critical ratio (C.R.) values in Table (3), it becomes evident that they are greater than (2.56) at a significance level of (0.01), indicating the validity and sincerity of these parameters. As for the indicators of model fit, all results demonstrated compliance with their designated acceptance criteria after conducting a single operation of Modification Indices. It is noteworthy that the structural model has achieved a high level of fit, confirming that the ethical dialogue variable is measured by three sub-dimensions totaling (14) items.

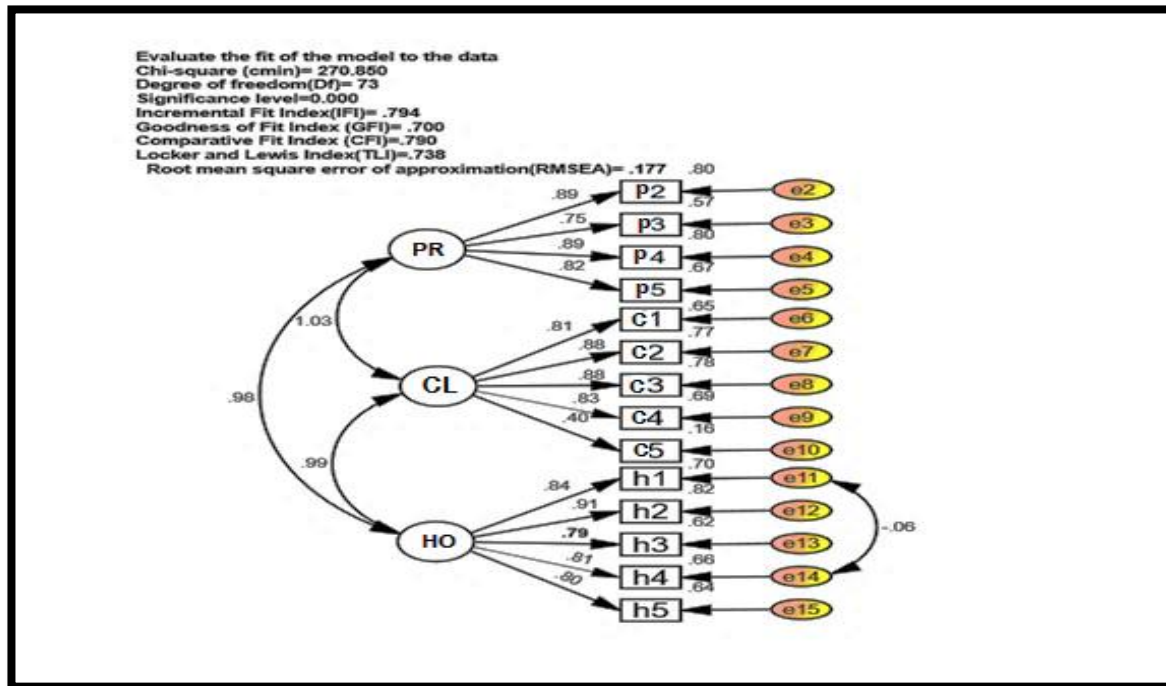


Figure (2) Confirmatory factor analysis of a scale(Dialogue Ethics)

Source: Prepared by the researcher based on the program (Amos V.24) outputs.

Table (3) Confirmatory factor analysis parameters for the variable of (Dialogue Ethics)

Regression Weights: (Group number 1 - Default model)

			Estimate	SE	CR	P
p2	<---	PR	1.198			
p3	<---	PR	1.235			
p4	<---	PR	1.263			
p5	<---	PR	1.117			
c1	<---	CL	1.000			
c2	<---	CL	1.130	.135	8.398	***
c3	<---	CL	1.111	.126	8.794	***
c4	<---	CL	1.138	.121	9.396	***
c5	<---	CL	.985	.122	8.103	***
h1	<---	HO	1.000			
h2	<---	HO	.910	.095	9.618	***
h3	<---	HO	.948	.110	8.586	***
h4	<---	HO	.712	.134	5.322	***
h5	<---	HO	.783	.133	5.898	***

Standardized Regression Weights: (Group number 1 - Default model)

Source: Prepared by the researcher based on the Program outputs (AmosV.24)

3.4: The constructive and affirmative authenticity of the Tourist Guiding Profession scale:

The variable of the tourist guiding profession has been measured through several items, totaling (10) items. Figure (3) illustrates the standard estimates, surpassing a percentage of (%40), as depicted in Figure (3). All of these percentages are statistically significant, as evidenced by observing the critical ratio (C.R.) values in Table (4), which are greater than (2.56) at a significance level of (0.01). This indicates the validity and truthfulness of these parameters (AZeez et al., 2023, p. 42). Regarding the congruence indicators of the model, all results were found to meet the criteria for acceptance after conducting a modification indices process. It is noteworthy that the structural model has achieved a high level of congruence, affirming the feasibility of measuring the variable of the tourist guiding profession with a total of (10) items.

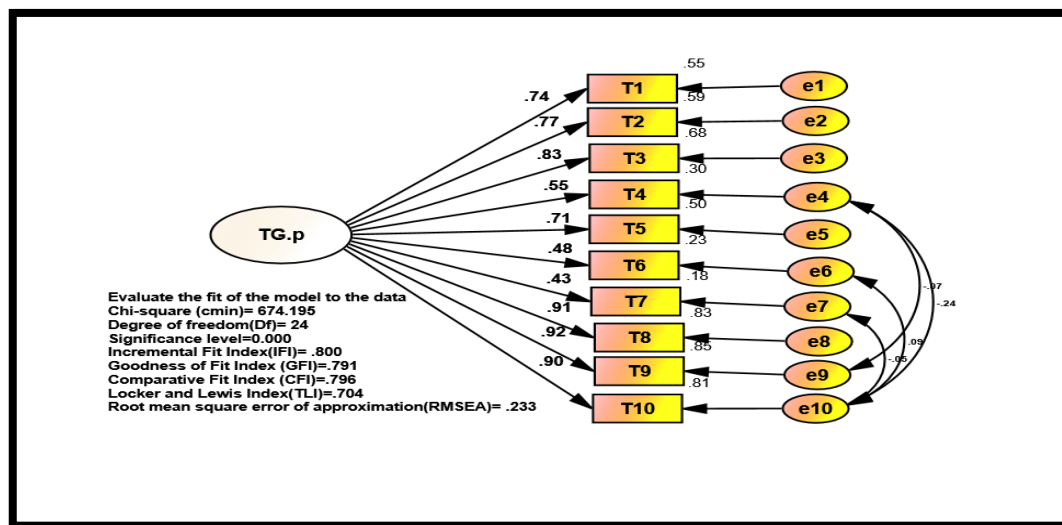


Figure (3): Confirmatory Factor Analysis of the Tourist Guiding Profession Scale.

Source: Prepared by the researcher based on the outputs of the Amos program.

Table (4): Parameters of the Confirmatory Factor Analysis for the Tourist Guiding Profession Scale.

Regression Weights: (Group number 1 - Default model)

			Estimate	SE	CR	P
T1	<---	TG.p	1.000			
T2	<---	TG.p	1.176	.340	3.459	***
T3	<---	TG.p	1.665	.410	4.061	***
T4	<---	TG.p	1.947	.446	4.362	***
T5	<---	TG.p	1.672	.398	4.205	***
T6	<---	TG.p	1.706	.400	4.269	***
T7	<---	TG.p	1.908	.441	4.322	***
T8	<---	TG.p	1.478	.354	4.173	***
T9	<---	TG.p	.597	.179	3.328	***
T10	<---	TG.p	.556	.180	3.086	.002

Standardized Regression Weights: (Group number 1 - Default model)

Source: Prepared by the researcher based on the program (Amos V.24) outputs.

Dimensions	Arithmetic Mean	standard deviation	Standard coefficient of variation	Relative importance %	Arrangement of items	Answer level
CL	4.19	1.16	27.97	% 83.75	3	Very high
PR	4.31	1.14	26.89	%86.19	1	Very high
HO	4.25	1.21	28.65	%85.06	2	Very high
Dialogue Ethics	4.25	1.17	27.84	%85		Very high

Source: Prepared by the researcher based on the outputs of the program (Spss V.26),(Excel)

Table (5) reveals that the variable of dialogical ethics achieved a weighted average of (4.25) with a standard deviation of (1.17) and a coefficient of variation of (27.84%), indicating a relative significance of (85%). The statistical results suggest that dialogical ethics hold a high degree of importance according to the research sample's responses, confirming that dialogical ethics play a crucial role in the development of the tourist guiding profession. Concerning the importance of the dimensions of dialogical ethics, the (PR) dimension secured the first rank with a relative importance of (86.19%), followed by the (HO) dimension in the second position with a relative importance of (85.06%). The (CL) dimension came in third place with a relative importance of (83.75%). Figure (4) illustrates the relative ranking of each dimension of dialogical ethics based on the weighted arithmetic means.

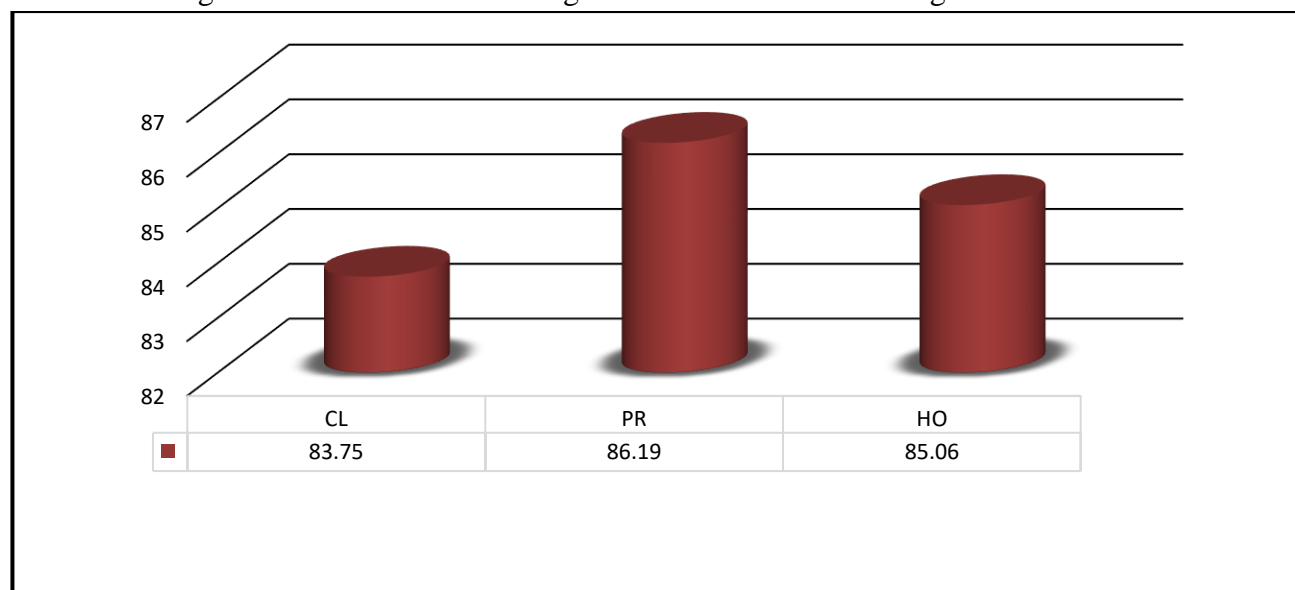


Figure (4): Descriptive Statistics for the Variable "Dialogue Ethic.

Source: Prepared by the researcher based on the outputs of the program (Spss V.26),(Excel)

3.5 The description and diagnosis of the Tourist Guiding Profession variable.

Table (6) illustrates the Tourist Guiding Profession variable, which achieved a weighted average of (4.1), a standard deviation of (1.18), a coefficient of variation of (29.40%), and a relative significance of (81%). The statistical results indicate that the Tourist Guiding Profession variable holds a high level of importance according to the research sample's responses. This underscores the significance of developing and enhancing the tourist guiding profession within ethical standards that unify the cultural environment of tourism companies. Regarding the specific items within the Tourist Guiding Profession

variable, measured by fourteen items, one of them (T2) secured the first rank with a relative importance of (89.5%), while item (T7) ranked tenth with a relative importance of (75.2%). Figure (5) illustrates the relative ranking of each item within the Tourist Guiding Profession for tourism companies based on the extracted arithmetic means.

Table (6): Descriptive Statistics for the Tourist Guiding Profession Variable.

items	Arithmetic Mean	standard deviation	Standard coefficient of variation	Relative importance %	Arrangement of items	Answer level
T1	4.0	1.57	39.70	79.3	7	high
T2	4.5	0.54	12.10	89.5	1	Very high
T3	4.1	1.65	40.30	81.8	4	Very high
T4	3.9	1.77	45.78	77.3	8	high
T5	3.8	0.75	19.79	75.9	9	high
T6	4.0	1.30	32.72	79.8	6	high
T7	3.8	1.39	36.95	75.2	10	high
T8	4.3	1.48	34.18	86.4	2	Very high
T9	4.1	0.81	19.83	81.4	5	Very high
T10	4.2	0.53	12.60	83.6	3	Very high
Tourist guiding profession	4.1	1.18	29.40	%81		

Source: Prepared by the researcher based on the program (Amos V.24) output



Figure (5): Descriptive statistics for the variable (Tourist guiding profession)

Source: Prepared by the researcher based on the outputs of the program (Spss V.26),(Excel)

3.6 Testing research hypotheses:

1. Testing the first main hypothesis:

Table (7) reveals results indicating a positive correlation between dialogical ethics and the Tourist Guiding Profession, with a correlation coefficient value of (.851**) at a significance level of (1%). Consequently, these findings suggest that the use of ethical dialogue in tourism companies holds significant importance in advancing the tourist guiding profession. This ensures the quality of tourism company programs when they adopt a constructive and calm dialogue based on ethical principles. This confirms the acceptance of the primary hypothesis, along with its dimensions, which posited the existence of a significant correlation between dialogical ethics and the dimensions of the tourist guiding profession within the sample of tourism companies. The testing of the secondary primary hypothesis is yet to be addressed.

Table (7): Matrix of correlations between research variables.

Correlations			
		Dialogue Ethics	Tourist guiding profession
Dialogue Ethics	Pearson Correlation	1	.851**
	Sig. (2-tailed)		.000
	N	88	88
Tourist guiding profession	Pearson Correlation	.851**	1
	Sig. (2-tailed)	.000	
	N	88	88
**. Correlation is significant at the 0.01 level (2-tailed)			

Source: Prepared by the researcher based on the outputs of the program (Spss V.26)

2. Testing the main hypothesis aFor a second:

To test the impact relationships in the titled research, represented by the main hypotheses, the researcher employed structural equation modeling using the (AMOS V.24) program. In light of this, the researcher proceeded to test the second main hypothesis, indicating a significant effect between dialogical ethics and the development of the tourist guiding profession.

Figure (6) illustrates the parameters of testing the second main hypothesis, which asserted the presence of a significant impact of organizational ingenuity in enhancing the competitive position of the researched tourism companies. Table (8) presents non-standardized estimates, standard error, critical ratio, and significance levels for testing the second main hypothesis. Figure (6) indicates a statistically significant effect of dialogical ethics on the development of the tourist guiding profession within the sample of researched tourism companies. The determination coefficient (R^2) reached (0.96), indicating that dialogical ethics for human resources explain (96%) of the variations in the development of the tourist guiding profession for the researched tourism companies. The critical ratio (CR) value in Table (8) is one, significant at a level of (0.000), suggesting that a 0.01 change in dialogical ethics affects the development of the tourist guiding profession by (96%). Consequently, the second main hypothesis, positing a significant impact of dialogical ethics on the development of the tourist guiding profession in the researched tourism companies, can be accepted.

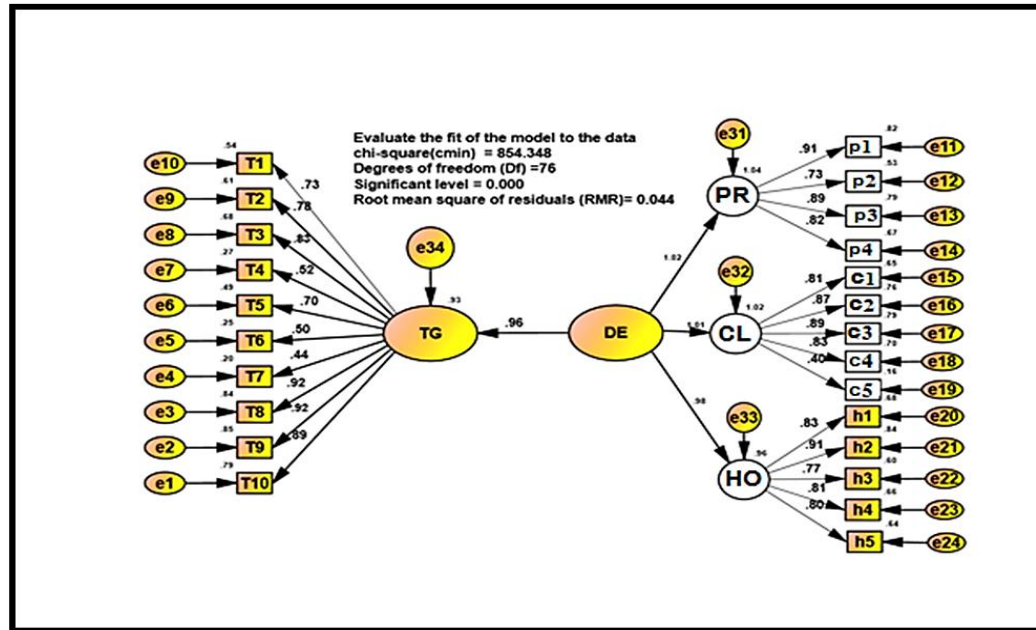


Figure (6) Parameters for testing the second main hypothesis.

Source: Prepared by the researcher based on the Program outputs(Amos V.24),(Spss v.26).

Table (8): Non-standard estimates, standard error and critical ratio in terms of statistics.

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
TG	<---	DE	1.079	.108	9.959	***
ss	<---	DE	1.198	.108	11.110	***
ff	<---	DE	1.000			
hh	<---	DE	1.164	.128	9.095	***
T10	<---	TG	1.000			
T9	<---	TG	1.067	.078	13.692	***
T8	<---	TG	1.068	.079	13.544	***
T7	<---	TG	.800	.181	4.419	***
T6	<---	TG	.871	.171	5.087	***
T5	<---	TG	.996	.123	8.086	***
T4	<---	TG	.912	.171	5.325	***
T3	<---	TG	1.008	.094	10.745	***
T2	<---	TG	.983	.102	9.668	***
T1	<---	TG	.963	.111	8.679	***
P2	<---	PR	1.000			
P3	<---	PR	.800	.090	8.879	***
R4	<---	PR	.967	.072	13.461	***
R5	<---	PR	.902	.082	11.024	***
C1	<---	CL	1.000			
C2	<---	CL	1.192	.118	10.078	***
C3	<---	CL	1.174	.113	10.371	***
C4	<---	CL	1.178	.125	9.419	***
C5	<---	CL	.472	.122	3.871	***
H1	<---	HO	1.000			
H2	<---	HO	1.015	.090	11.232	***
H3	<---	HO	.982	.114	8.599	***
H4	<---	HO	.974	.106	9.198	***
H5	<---	HO	.938	.104	9.050	***

Source: Prepared by the researcher based on the Program (Amos V.24) outputs

4. Conclusions and Recommendations

4.1 Conclusions:

1. The normal distribution test for sample responses revealed that all responses fall within the bounds of a normal distribution, confirming that the values are distributed normally. This provides the researcher with flexibility in choosing statistical methods for analysis.
2. Research measures demonstrated good levels of construct validity, affirming the alignment between established measures for variables and the sample responses. This underscores the strength of the relationship between sub-dimensions and their items, suggesting the reliability of using these measures in future studies.
3. The research variables achieved favorable percentages through descriptive and diagnostic analysis, indicating importance and high reliability. This supports the potential for replicating results upon retesting the same sample in tourism companies.
4. Analysis of description and diagnosis yielded a new ranking for variable dimensions based on sample responses. Ethical dialogue dimensions ranked highest in importance, particularly clarity, followed by honesty and integrity.

4.2 Recommendations:

1. Foster ethical dialogue among human resources in tourism companies to enhance their understanding of its significance in bolstering their market position.
2. Cultivate a culture of ethical dialogue within the operations of tourism companies in the research sample. Launch an awareness campaign for human resources to develop the profession of tour guiding by building ethical foundations for their work to ensure the achievement of objectives.
3. Emphasize the importance for tourism companies to focus on developing the guiding profession through the ethical behavior of their human resources. This should be based on ethical values to enhance the desired practical capabilities.
4. Continuously emphasize the development of practical and scientific concepts for ethical dialogue to support the advancement of the guiding profession in tourism companies. Adherence to ethical principles ensures the quality of their work.
5. Conduct workshops for employees to discuss and establish ethical standards for constructive dialogue within tourism companies. Encourage them to innovate in creating practical programs fundamental to the development of the tour guiding profession.
6. Establish policies grounded in the ethical code of tourism etiquette as an ethical framework for dialogue at both the human resources and company levels. Utilize these policies to enhance their capabilities and create an internal environment conducive to achieving desired goals.
7. Encourage the freedom of expressing ethical ideas for dialogue and bridge perspectives among employees to preserve the integrity of tourism companies. This reaffirms the provision of a conscious guiding profession offering the best tourism services in the market.
8. Create a positive working atmosphere in tourism, based on ethical dialogue principles rooted in organizational commitment values. This defines the general conduct of employees, portraying an informed environment that respects all professions.
9. Urge tourist guides to adhere to ethical dialogue principles such as honesty, integrity, courtesy, respect, and responsibility. Prioritize these principles to enhance their role in the tourism industry.

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