IMPACT OF HUMAN RESOURCES ON RAISING PRODUCTION EFFICIENCY OF TOURISM FACILITIES IN JORDAN

Marzouq Ayed Nemer ALQeed
The World Islamic Sciences & Education University,
P.O.Box 1101 Postal Code 11947, Amman -Jordan
dr_marzouq@yahoo.com

ABSTRACT

Tourism sector plays an important role in economic and human development field; therefore many of world’s countries paid attention to this vital sector, because of its role in supporting national income, balance of payments, and employment. Human resource is considered one of the most important components that create successful organization. The availability of funds, developed legislations and latest technology are incapable of creating successful organization if there are no qualified individuals at various levels who are able to achieve the target in the light of the best use of physical and organizational requirements. Economic results do not achieve economic forces, since such achievements are primarily human achievements. So project formation needs material, organizational and human elements that interact with each other to achieve project objectives. This research will discuss the impact of human resources on raising production efficiency in tourist facilities in Jordan by handling study general framework, study statement, study importance, hypotheses, study population, methodology, study instrument, and data collection methods, in addition to discussing human resources, and productivity concept. Moreover it will discuss statistical analysis results and hypotheses testing and finally concluding some results and recommendations.

1. Problem of the study

It is noted that the tourist organizations and facilities do not take into account the role of personal factors and their impact in stimulating human resources, and also the lack of adequate knowledge of existing process attention to human resources and their role in raising productivity levels.

2. The importance of the study

The importance of this research is that it is studying data from administrative reality and analysed statistically and access to important results in order to submit proposals that will make the process of attention to human resources and raising the efficiency of productivity in tourist facilities more efficient.
3. Objectives of the study

This study comes to reach a set of objectives can be summarized as follows:

1. Come to know and study the most important methods of motivation and that drive human resources to innovation and development, thus raising the efficiency of productivity in tourist facilities.

2. Identify the impact of organizational behaviour of workers in the tourism establishments to raise the productivity of these facilities.

4. Hypotheses

H1. There are statistically significant relationship at the level (a>0.5) of human motivation and productivity efficiency in tourism facilities in Jordan.

H0. There are not statistically significant relationship at the level (a>0.5) of human motivation and productivity efficiency in tourism facilities in Jordan.

5. Society and the study sample

The study population consists of a number of some tourist facilities operating in Jordan of different kinds.

6. Study Methodology

Was used descriptive method in this study, where associated concept search descriptive study the reality of events and phenomena, attitudes, opinions, and analysis and interpretation of the purpose of access to useful conclusions, either to correct this reality, or updated, or completed, or developed, and these findings represent "an understanding of the present and the targeting future".

7. Study tool

Been very analysis of the study data to prepare a questionnaire designed to measure the variables of the study and considered its tool, in order to analyse and draw conclusions and propose recommendations through.
8. Methods of data collection

Secondary sources ready: The office audit these sources, articles and research in both Arabic and English, on the concept of human resources and its impact on raising the efficiency of production, theme.

Primary sources: The data will be taken from individuals identifying answers prepared for this purpose.

9. Methods of statistical analysis

1. Descriptive tests: through extraction percentages and frequencies of demographic factors to respondents, in order to describe the properties of the sample.

2. Standardized tests: the arithmetic mean and the standard deviation of the answers of respondents, in order to identify trends among respondents in their answers to the sets of questions that measure hypotheses and discussed.

10. Features of the study

This study characterized as dealing with the importance of human resources in the productive efficiency of tourism organizations and enterprises in Jordan and its impact on community development in particular and the national economy as a whole, there were not many studies on this topic.

11. Procedural definitions

1. HR: Is the human elements involved in the organization or entity, and reliable access to achieve their goals and reach their goals as part of the elements or factors of production.

2. Tourist facilities: These are places offering tourist services of various kinds, and include many facilities such as hotels, restaurants and shelters and travel and tourism companies and others.

3. Productivity: The concept of productivity on the process of combining inputs (human resources, capital and land management) needed to produce the outputs of various goods and services.

4. Organizational behaviour: is behaviour, attitudes and performance of employees and the effects of the environment on the organization and its human resources and its objectives as well as the effects of the past on the organization and its effectiveness.
12. Statistical Analysis

Been using the SPSS program for analysis and draw conclusions of the study where the researcher using the arithmetic means and standard deviations for comparison between the vertebrae of the questionnaire in order to reach a result set in the light of this and develop a set of recommendations as a study and test hypotheses.

12.1 Analysis Results

Part I: Analysis of demographics of the study sample:

Table (1)

Illustrates the frequency and variable ratio by sex

Gender repetition rate

<table>
<thead>
<tr>
<th>Rate</th>
<th>Repetition</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>82.5</td>
<td>33</td>
<td>Male</td>
</tr>
<tr>
<td>17.5</td>
<td>7</td>
<td>Female</td>
</tr>
<tr>
<td>100</td>
<td>40</td>
<td>Total</td>
</tr>
</tbody>
</table>

Table No. (1) that most of the respondents were male, where numbered 33 individuals accounted for 82.5% of respondents while the percentage of females 17.5%, meaning that the proportion of male workers in tourist facilities than the proportion of females.

Table (2)

Illustrates the frequency and percentage of respondents by age

Age repetition rate

<table>
<thead>
<tr>
<th>Rate</th>
<th>Repetition</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>95%</td>
<td>38</td>
<td>Than 30 years and less</td>
</tr>
<tr>
<td>5%</td>
<td>2</td>
<td>From 31-40 years</td>
</tr>
<tr>
<td>0%</td>
<td>0</td>
<td>41-50 years</td>
</tr>
<tr>
<td>0%</td>
<td>0</td>
<td>From 51-60 years</td>
</tr>
<tr>
<td>0%</td>
<td>0</td>
<td>Over 61 years</td>
</tr>
<tr>
<td>100%</td>
<td>40</td>
<td>Total</td>
</tr>
</tbody>
</table>
Table No. (2) that most of the respondents were of people aged less than 30 years old, a young group numbered 38 and accounted for 95% of respondents and the 40 individuals, while the percentage of the age group of 31-40 5% of the total members of the sample 41-50 and 51-60 and 61 and over zero percent deduce through Table (2) that most of the workers in the tourist facilities of the younger age groups.

Table (3)
Illustrates the frequency and percentage of respondents by education level

<table>
<thead>
<tr>
<th>Educational level repetition rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
</tr>
<tr>
<td>32.5%</td>
</tr>
<tr>
<td>17.5%</td>
</tr>
<tr>
<td>50%</td>
</tr>
<tr>
<td>00%</td>
</tr>
<tr>
<td>00%</td>
</tr>
<tr>
<td>100%</td>
</tr>
</tbody>
</table>

We can see from Table (3) that 50% of respondents were of BA holders who represent the majority in this sample as distributed percentage remaining on two levels scientists are: general secondary has accounted for 32.5% and diploma 17.5%, while the qualifications high scientific, such as master's and doctoral did not get representation in this sample that through Table (3) conclude that most of the workers in the tourism establishments who carry an undergraduate degree (BA) and a small percentage of those who hold the diploma.

Table (4)
Illustrates the frequency and percentage of respondents by Career Level

<table>
<thead>
<tr>
<th>Career Level repetition rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
</tr>
<tr>
<td>5%</td>
</tr>
<tr>
<td>15%</td>
</tr>
<tr>
<td>80%</td>
</tr>
<tr>
<td>100%</td>
</tr>
</tbody>
</table>
Through Table (4), which shows the percentage of respondents by functional level, and conclude that the number of respondents who hold job title factor are the highest they have accounted for 80% of the total respondents, followed by job title, head with a percentage of 15% of the total respondents or Palmsmy career General Manager accounted for 5% of the total respondents to be the proportion of respondents who hold job title are the highest factor and general manager lowest rate.

Table (5)
Repetition and clarifies the percentage of respondents by years of experience

<table>
<thead>
<tr>
<th>Rate</th>
<th>Repetition</th>
<th>Years of Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>50%</td>
<td>20</td>
<td>Less than 3 years</td>
</tr>
<tr>
<td>47%</td>
<td>18</td>
<td>From 3-8 years</td>
</tr>
<tr>
<td>3%</td>
<td>2</td>
<td>9 years and more</td>
</tr>
<tr>
<td>100%</td>
<td>40</td>
<td>Total</td>
</tr>
</tbody>
</table>

Through Table (5), which shows the percentage of respondents by years of experience and we can deduce that the number of respondents with years of experience is less than (3) years are highest among respondents with a percentage 50% of the total respondents and that the number of respondents with years of experience (3-8) compared with 48% of respondents, and that the number of respondents with years of experience (9) years or more compared with (3%) of the number of respondents to be Alvihh less than (3) years are highest among respondents.

After explaining the frequency distributions and percentages of demographic factors to respondents, we'll examine the subject of the study hypotheses, to measure the presence or absence of statistical relationships, have come to the following:

12.2. Analysis hypotheses

Analysis of the first hypothesis

There are statistically significant relationship between human resources stimulate and Orf efficient productivity in Jordanian tourist facilities.

A - Table (6) shows the mean and the standard deviation of the questions on the subject of motivation
Arithmetic average standard deviation

A question

1.28  2.1  1. Are the incentives provided by the tourist facilities for their workers balanced and justice.

1.8  1.11  2. Process to provide incentives by tourist establishments continuous and systematic process.

2.0  1.00  3. Based incentives provided by the tourist facilities for their employees on the basis of acceptable levels.

2.0  1.00  4. Department works to be proportional to the salary received by workers in the tourist facilities with their abilities and their experiences

1.2  1.14  5. System of social relations approach to tourist facilities through concerts for workers and dating leads to the satisfaction of social needs.

1.2  1.17  6. Administrator sometimes blame on his co-workers in the event of a fault with him and based

3.2  1.11  7. lack of trust between the manager and his staff, lead to a weak labor and low productivity.

Through access to Table (6), which shows the order of the paragraphs of resolution in terms of averages and standard deviations of the vertebrae, which describes the relationship between incentives and increase productivity in tourist facilities.

We note that paragraph (7) came first prize where you got the arithmetic average of 3.2 and a standard deviation 1.11 of intervertebral table that is the lack of trust between superior and subordinate leads to lower worker productivity any since the lack of confidence in President workers reflected negatively on the morale and thus reduced productivity.

Came paragraph (1) in second place in the table and paragraphs got Wish averaged 2.1 and a standard deviation of 1.28 means that the incentive program used within the enterprise balanced and justice among all workers, which reflects positively on staff morale and thus increase their productivity.

The paragraphs No. 3.4 came third place the result on averages calculation amounted to 2.0 on straight and standard deviations were 1.00-1.14 ie the system of incentives used in the organization based on the principles and rules of scientific thought, and that the salaries of employees and their wages they receive on the basis of their abilities and their scientific and practical and that consequently lead to an increase morale and confidence of the facility leading to motivate them indirectly and thus increase their production.
Paragraph (2) were ranked fourth and got on the arithmetic average of 1.8 and a standard deviation of 1.11 which shows that the system of incentives for a tourist facility attendance and continue leading to raise staff morale and thus increase their productivity at work.

Finally came paragraphs 5-6 in the fifth and got averages calculation of 1.2 and standard deviations ranging 1.14-1.18 respectively and deduce through it that the establishment of social relations official and unofficial, such as concerts and seminars for employees reflect positively on the productivity of workers and on the contrary, do managers reprimanded workers and blame them inappropriately reflected negatively on the productivity of that should be encouraged as stated in paragraph (5) and reduce what is stated in paragraph (6).

By analyzing the vertebrae Table (6) deduce that follow the system of incentives at the facility is flexible and continuity and regularity and is based on the foundations of an acceptable result in increased productivity workers, as well as the increase of trust between managers and employees and meeting their formal way, such as formal meetings or informal, such as concerts and events lead to an increase in worker productivity tourist facilities.

B - (7) shows the mean and the standard deviation of the questions on the subject of increased productivity

<table>
<thead>
<tr>
<th></th>
<th>B question</th>
</tr>
</thead>
<tbody>
<tr>
<td>standard deviation</td>
<td>Arithmetic average</td>
</tr>
<tr>
<td>1.21</td>
<td>2.4</td>
</tr>
<tr>
<td>1.05</td>
<td>2.2</td>
</tr>
<tr>
<td>1.04</td>
<td>2.3</td>
</tr>
<tr>
<td>1.21</td>
<td>2.4</td>
</tr>
<tr>
<td>0.67</td>
<td>1.5</td>
</tr>
<tr>
<td>1.17</td>
<td>2.8</td>
</tr>
<tr>
<td>0.50</td>
<td>1.3</td>
</tr>
</tbody>
</table>
Through access to Table (7), which shows the order of the paragraphs of the questionnaire in terms of averages and standard deviations, which describes the incentives and increase productivity.

Where we note that paragraph (13) was ranked Wali in the table and got the arithmetic average 2.8 and deviation of 1.17 between the vertebrae of the table.

Came paragraphs 8-11 ranked second arithmetic averages of 2.4 and standard deviations were 1.21-1.21, respectively, came paragraph (10) finished third a mean 2.3 and Mara deviation of 1.4.

Paragraph (9) were ranked fourth a mean of 2.2 and a standard deviation of 0.67 and came paragraph (14) came in sixth and got the arithmetic average of 1.3 and a standard deviation of 0.50.

It was found that the paragraphs that follow tourist facilities climate and functional good, comfortable and balanced program of work and holding training courses and missions and participation of workers to take administrative decisions and hear their opinions and their problems and the need to move away from the cronyism and personal need to follow objectivity and hard work it all leads to increased worker productivity.

Through analysis of previous tables 6-7 note the presence of a statistically significant relationship between the levels of stimulation and increase the productivity of workers in the tourist facilities to accept the premise.

Table (8)

Test shows the link between providing incentives and innovation

<table>
<thead>
<tr>
<th>Stimulus</th>
<th>Level of productivity</th>
</tr>
</thead>
<tbody>
<tr>
<td>providing incentives</td>
<td>denote $\alpha$</td>
</tr>
<tr>
<td>denote $\alpha$</td>
<td>0.515</td>
</tr>
<tr>
<td>0.001</td>
<td></td>
</tr>
</tbody>
</table>

This proves the first hypothesis, which says (no statistically significant relationship between human resources stimulate and Orf efficient productivity in Jordanian tourist facilities).

13. Conclusions and recommendations

Conclusions:

1. Organizing and directing employees in tourist facilities in a consistent and effective manner and under pre-integrated programming aimed to reach the best results, with less effort and cost.
2. Some Jordanian tourist facilities develop training strategies for their employees to raise their efficiency which increases productivity and efficiency in general.

2. A system rewards just do not interfere where Allowastat and favouritism in the Jordanian tourist facilities and management attention so things that increase productivity and raise the efficiency of its employees.

3. Reflected the existence of trust between the personnel director in the Jordanian tourist facilities on the workflow, which drives the process and level of productivity forward and better.

4. Establish social relations system of the personnel in the Jordanian tourist facilities through concerts and dating them and this leads to the satisfaction of social needs and drives them to be creative, development and acceptance of each other's views, and thus raising the efficiency of production.

Recommendations:

1. Need to be based incentives provided by the company of the personnel on the basis of acceptable levels.

2. Origin T. tourism is creating a climate and a good job and a comfortable and flexible working hours.

3. Strategies encouraged to brainstorm, discuss and take what is proper and useful ones.

4. Lack of blame directly by the administrator on individuals working with him in the event of a specific error, but to alert them, and to benefit from their ideas.

5. Tourist facilities must work in Jordan training programs and strategies for workers and to raise their level and its impact positively on the path and provide tourist facilities.
References:


4. Mr. Ahmed Mustafa, media research, concept, procedures and concepts, the first book, publications Garyounis University, Benghazi, i 1, 1994.

5. Sugar, Marwan Mohsen, tourism content and objectives, a series tourism economy, the National Library, Amman, 1994.

6. Qaeed, Marzouk and others, the principles of tourism, enriching Publishing House, Amman, 2011.


