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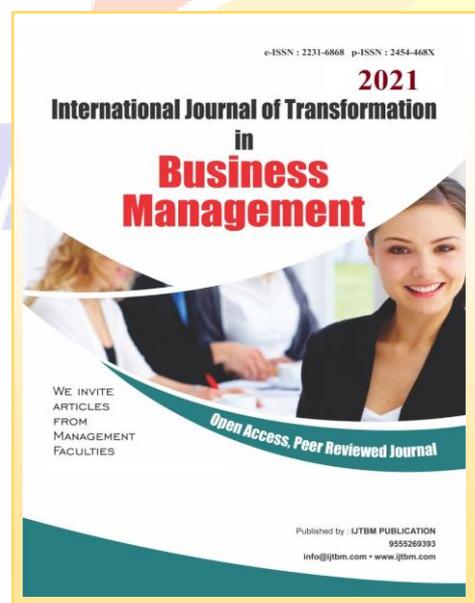
THE CHARACTERISTICS OF THE TOUR GUIDE AND ITS IMPACT ON THE LOYALTY OF THE GUEST TO THE TOURIST ORGANIZATION

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ABSTRACT

The study aims to determine the level of the tourist guide in achieving the loyalty of the tourist organization of the properties of the guide (in the loyalty and behavior of the logical) and to achieve the objective of the study has developed its own methodology and the development of a mandatory charter expresses the nature of the relationship between the variables of the study and a group of hypotheses and subsidiaries were presented as a preliminary answers to verify their health. Here, the importance of the study has emerged with the growing interest in the tourist service providers as the subject of the clock and the closing of the tourist service of the guest, and highly attacked the guidance of the tour guide to a direct impact on the achievement of the requirements of the loyalty process directly, and to implement this study field and achieve the goal of travel and tourism companies were chosen as a narcotic tube and testing as a data collection tool. The sample (120) of the company's companies was a motivated sport. The (SPSS) has been used to analyze and address data and information as well as a number of statistical methods.

Keywords: *tour guide, guest loyalty*

INTRODUCTION

The tourism sector is one of the most growing industries during the past century, which further strengthened the positive mental image of the tourism industry. Within this framework of this distinguished industry, the role of the tourism guide sector, represented by the tour guide, is highlighted for us, because they are the most present service providers and communicate with guests. Which makes their role of great and sensitive importance that no one can overlook or be ignored. We can see this importance through a well-established fact represented by the great degree of interaction between the tour guide and the guests in his entire trip, and for that we dealt with the influence of the tour guide to shed light on the tasks On the other hand, the issue of loyalty has become a main goal for these organizations because of their great importance. We can say that the main pillar and key to achieving the goals of the organization, so given the behaviors and attitudes of the guests became earning their loyalty has become a difficult task.

METHODOLOGY

Research methodology represents a series of organized steps undertaken by the researcher for the purpose of studying a specific topic and reaching results that contribute to solving problems. The methodology is the beacon that guides the researcher during his

research and the roadmap that leads him. Towards satisfactory scientific results.

a. Research problem: The tour guide is one of the forms of achieving loyalty to the tourism organization and highlights its role in upgrading the services provided to the host and achieving his satisfaction and thus attracting him to the tourism organization and considering it a long-term investment. :

1. What is the extent of the tour guide's contribution to achieving loyalty to the tourism organization?
2. What is the impact of the personality and characteristics of the tour guide and the amount of service he provides to the guest?

b. The importance of the research:

1. The growing interest in service providers from various tourism organizations.
2. This research is an attempt to find out the latest developments in the field of tourist guidance and the extent of its contribution to providing a good service for guests in tourist organizations.

C. The aim of the research:

1. Work to improve the services of tourism organizations and in order to retain their guests, there will be a need to pay attention to tourism service providers.
2. Detecting the influence of the tour guide on the loyalty of the guest, which represents a means of reaching the service to the guests in the tourist organization.

d. Research hypotheses:

1. The first main hypothesis: There is a significant correlation between the tour guide and the loyalty of the guest
2. First sub-hypothesis: There is a significant correlation between the characteristics of the tour guide and guest loyalty and distance
3. The second main hypothesis: There is a significant effect relationship between the tourist guide and the loyalty of the guest.

LITERATURE REVIEW

Tour guide concept:

A guide is considered an individual who directs the way and leads guests on a trip or tour and is seen as a person who leads groups of guests into the city, museum, or other important place and provides accurate information about the facilities, activities and history of the city as well (colins, 2000,22). Al-Saeedi is defined as the person who escorts local and foreign guests to landmarks, cities, tourist areas, tourist sites and facilities,

historical and archaeological, and provides them with the necessary information about them, responds to their inquiries with accurate, correct and objective information, avoids additions, interpretations, comments and personal opinions, and stays with them and escorts them from the date of their arrival until their departure (Al-Saeedi, 2001: 21). And (John & Kevien, 2001: 551) defined it as (those people who manage the tourist trip, and it may be for a group of guests or for one person, and they have a sufficient amount of knowledge and information about a particular place, which in turn is necessary to give the tourists a sufficient picture of the destination led by the tour guide) (Mancini, 2001: 22). sees it as "the one who leads people on sightseeing trips of limited duration."

Tour guide characteristics:

In order to achieve the success of the tourism organization, especially if its success is through its human resources, it must create some personal and general characteristics and characteristics for the tour guide who works for it and in order to be able to face the challenges and tasks that fall upon him (Jaafar, 2011: 21), it seems easily through The duties, tasks and responsibilities specified for the tour guide are that he has specific and distinctive characteristics, whether on the personal level (personal characteristics) or on the general level (general characteristics) that can be identified by my agencies (Al-Muhammadawi, 2014: 22)**:**

A. **Personality:** It means (attention, willingness to help, good physical condition, not to deal nervously and moody with the guest, good hospitality, general appearance and acceptable form, elegance and simplicity of appearance, strong personality capable of facing problems and solving them, tact, good behavior, diplomacy and civility).

B. **General characteristics:** It is represented in (proficiency in at least one foreign language in addition to the mother tongue, full knowledge of laws and regulations, especially those related to currency in promotion and organized tourist travel, capacity of culture helps him to deal with others, especially the important aspect of them, to have knowledge of permitted places and sites Visiting it and also not allowed to visit it to avoid problems, knowledge of the main roads and means of transportation in the country or the destination region, to be familiar with the political and economic conditions that the country is going through at any time, to have knowledge of the local Arab and

foreign newspapers available in the country, to be affiliation to the country, and possesses a high culture).

Types of tour guides:

A. Local guide: All over the world, there are citizens in places of tourist destination who find pleasure and happiness in telling stories and tales that pertain to their city in which they live (Al-Saeedi, 2009: 40).

B. The guide who works for the government: They are the guides that the state uses to explain all the elements of tourist attractions, including the historical, cultural and political ones to the guests and visitors to those official governments of the state. The seat of the American presidency, in the Supreme Court in the Library of Congress and also in the US State Department, guides accompany the visitors and provide the necessary explanation about these places ”(Mustafa Kafi et al., 2013: 13).

C. Volunteer guide: The guides of this category are highly qualified, skilled and sometimes called unofficial teachers. There are a large number of volunteer guides in the United States of America, in European countries and in the Arab countries in museums, churches and historical homes, and some may think that the volunteer guide in the regions

and buildings is an issue. Easy and simple, but on the contrary, many of these areas conduct high-level tests for these and hold training courses for long periods, and that costs time and money. This type of mentors is a process that must be carried out on a continuous basis, and therefore training programs are developed for them throughout the year (Al-Hamdan, 2001: 71).

Guest loyalty concept:

Many researchers wrote the concept of loyalty, which we find through several definitions, as well as the difference between the entrances explaining this concept. Researchers differed in many of them developing clear definitions of it. (McIlroy & Barnett, 2000: 340) indicated in his definition of loyalty as (repeated purchases). for specific products or services during a certain period of time), and (Leonard & Benntt, 2002: 90) sees (that the repetition of the purchase process resulting from preference), while (Khatib, 2002: 25) defined it as a deep commitment to repurchase a preferred product / service. or steadily repackaged in the future, resulting in repeated purchases from the same brand or group of brands, despite situational influences and marketing efforts that have the potential to cause conversion behaviour. As for (Gartner, 2003: 100), he defines it as the guest's faith in the organization more than

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as a qualitative measure, since good feelings derived from positive interactions result from loyalty, and achieving loyalty is much more difficult than achieving guest satisfaction because it may need to understand the needs of the guest.

The importance of guest loyalty:

Loyalty is the result of two parties: the guest and the tourism organization. On the part of the tourism organizations, the needs, desires and aspirations of the guests must be understood and the expectations they have in their minds about the organization, and this reinforces the bilateral reciprocal relationship between the guest and the organization. Services characterized by quality, price, good treatment and kindness without, and their behavior in repurchasing from and their sense of loyalty and their lack of intentions to change their opinion of them to obtain a product or service from any other organization (Yasin, 2006: 50).

The importance of loyalty lies in the following:

a) Maintaining the existing guests costs the tourism organization less than bringing new guests, and this reduces the operational costs of the tourism organization (Al-Moussawi, 2013:49)

b) Guests loyal to the tourism organization are stable sources of income that cannot be affected or sensitive to changes in prices, and the pace of their purchase is higher and in a larger quantity for the services of the tourism organization, which contributes to the organization achieving new profits and thus achieving excellence or exclusivity in competition (vedpathak, 2013: 6)

c) The guest who has loyalty to the tourism organization, especially the one who is loyal to it, is considered a source of attracting new guests by speaking positively in front of friends or colleagues and relatives and thus is considered a promotional source for it, as these conversations are considered more credible than other sources (advertisements ... etc.) and thus gain a base of new guests without incurring any costs to attract them (Fatiha, 2009: 112).

Types of guest loyalty:

A. emotional loyalty: This type of loyalty is subject to change because it is just a feeling and because after the guest has experienced the services provided to him by the organization, he will have a positive or negative reaction towards the organization and determine the extent of its ability to meet his desires and needs, and that the way to maintain them is to increase their level of depth and emotional commitment.

B. Cognitive loyalty: This type of loyalty is focused on the information that the guest possesses and that is available to him and the extent of his rational and positive evaluation of an organization over another, where he reviews and compares information about the organization and competitors and then chooses between them as the choice is based on characteristics, performance, price, quality and services provided, where this type is characterized Superficial because it relies on the information it possesses without undergoing experience with the organization (Ali, 2009: 62).

Statistical aspect of research:

Validity and reliability test:

A. **The reliability of the questionnaire:** it is that the tools and measures achieve positive results, and that it gives the same results if it is re-applied several times in a row. Stability was calculated in two ways:

   ❖ **Alpha-Cronbach coefficient:** Cronbach's Alpha stability coefficient is used when we want to measure the stability of the estimates we get from tests or questionnaires (or their axes) that measure a subject whose vocabulary is assumed to be homogeneous, as well as the alpha coefficient can give you the correlation coefficient for each item With the sum of the other paragraphs and these transactions are useful in the stage of preparing the test or the questionnaire, because it is possible to delete or modify a, replace the paragraphs that are not positively correlated with the rest of the paragraphs in the scale or axis, and to extract stability according to this method, an experimental sample of the research forms was used, and then applied (Alpha-Cronbach equation), and the reliability coefficient value must be greater than 0.60 to accept the questionnaire's stability and pass it over the entire sample.

   ❖ Split-Half method: to find the correlation coefficient between the score values of the even and odd questions of the questionnaire (Al-Rawai, 2017: 44). If the reliability coefficient is (0.60) or more, this means that it is suitable for research and studies in which the questionnaire is a reliable tool. The two methods were applied to an experimental sample (30) of the total research forms, and the results were in Table (1) as follows:

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Table (1) Results of Stability Test

explanation	Guttmann Split-Half Coefficient	The value of the alpha coefficient of Cronbach	Study variables	
(Pass the two tests) There is stability in the paragraphs of the characteristics of the tour guide	0.657	0.747	Characteristics of a tour guide	X
(Pass the two tests) The presence of great stability in the paragraphs of the dimensions of guest loyalty	0.817	0.844	behavioral	Y1
	0.762	0.759	Situational	Y2
	0.889	0.890	guest loyalty to the tourist organization	Y
(Pass the two tests) There is great stability in all the paragraphs of the questionnaire	0.834	0.916	All paragraphs of the questionnaire	

Source: Source: SPSS program output

B. The internal consistency test for the study variables: The validity of the internal consistency of the questionnaire was verified by calculating the Pearson correlation coefficient between the scores of each of the two variables and the total score for the axis to which the paragraph belongs, using the statistical program SPSS version 22, as shown as follows:

1. The internal consistency of the paragraphs of the independent variable (the characteristics of the tour guide): Table (2) verifies that the six paragraphs within the independent variable formed a significant association with (the characteristics of the tour guide), documenting the existence of high honesty and clarity in the paragraphs of the mentioned independent variable.

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Table (2) The results of the validity tests for the paragraphs of the variable characteristics of the tourist guide

The value of the correlation coefficient between the paragraph and the variable it contains	Paragraphs	independent variable	
0.693**	X1	Tour guide characteristics	X
0.294**	X2		
0.813**	X3		
0.572**	X4		
0.741**	X5		
0.793**	X6		

Source: Prepared by researchers according to test results based on SPSS V22

2. The internal consistency of the paragraphs of the dependent variable (guest loyalty): Table (3) verifies that the six items within the first dimension of guest loyalty formed a significant association with the (behavioural) dimension, and at the same time the same items recorded a significant association with guest loyalty, and that the six items in the second dimension of guest loyalty formed a significant association with the (attitudinal) dimension. At the same time, the same items recorded a significant correlation with the guest's loyalty, as Table (3) confirms that the twelve items in the dependent variable formed a significant association with the guest's loyalty, documenting the existence of high sincerity and clarity in the items of the mentioned dependent variable.

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Table (3) Results of honesty tests for items and dimensions of guest loyalty variable for tourism organizations

The value of the correlation coefficient between the paragraph and guest loyalty	The value of the correlation coefficient between the paragraph and its dimension	Paragraphs	The dimension	
0.675**	0.671**	Y1-1	behavioral	Y1
0.752**	0.829**	Y1-2		
0.746**	0.786**	Y1-3		
0.638**	0.631**	Y1-4		
0.756**	0.789**	Y1-5		
0.735**	0.799**	Y1-6		
0.638**	0.694**	Y2-7	Situational	Y2
0.810**	0.865**	Y2-8		
0.701**	0.745**	Y2-9		
0.448**	0.556**	Y2-10		
0.676**	0.586**	Y2-11		
0.623**	0.618**	Y2-12		

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

The importance of the research variables (tour guide characteristics) and (guest loyalty):

This topic refers to the statement of the answers of the sample, numbering 120 individuals, about the contents of the questionnaire questions related to the independent variable (characteristics of the tour guide), and the dependent variable (the loyalty of the guest to tourist organizations), which includes (behavioral, attitudinal), where tables have been adopted that show trends Sample answers for each paragraph and for each of the research axes, as the means, standard deviation and relative importance were used, according to the answer strength matrix.

Table (4) The estimated scale according to the five-point Likert scale

the level	Weighted average	response
Low	1 to 1.79	Strongly disagree
	1.80 to 2.59	I do not agree
middle	2.60 to 3.39	neutral
	3.40 to 4.19	Agreed
High	4.2 to 5	Strongly agree

1. Tour guide characteristics: The research questionnaire included in its focus on measuring the characteristics of the tour guide (6) questions to find the availability of the components of the tour guide in the tourist organizations (the research sample), and the results of the sample answers were as follows:

The relative importance value reached (75.53%), which is a high percentage that confirms the agreement of the research sample on most of the paragraphs of this variable, as the mean for this axis was recorded (3.78), which falls within the period (3.40 to 4.19), and this means that the sample answers are heading towards agreement, and a standard deviation (1.228), which indicates the homogeneity of the answers regarding (the characteristics of the tour guide) as in Table (5).

Table (5) description of the sample answers to the paragraphs of the characteristics of the tour guide

Relative importance %	standard deviation	mean	Paragraphs						Dimensions
			5	4	3	2	1		
			The percentage of the answer%						
71.60	1.664	3.58	50.8	9.2	7.5	11.7	20.8	X1	
89.20	0.709	4.46	56.7	34.2	7.5	1.7	-	X2	
76.60	1.268	3.83	45	17.5	15	20	2.5	X3	X Tour guide characteristics
72.80	1.121	3.64	21.7	-	14.2	14.2	5	X4	
71.60	1.157	3.58	25	31.7	25.8	11.7	5.8	X5	
71.40	1.448	3.57	40	19.2	7.5	24.2	9.2	X6	
75.53	1.228	3.78	Total						

Source: Prepared by researchers based on the results of SPSS V22

The levels of importance of the paragraphs of the variable (the characteristics of the tour guide) were distributed among the highest answer level achieved by paragraph (x2) with mean of (4.46) and a standard deviation of (0.709), and a relative importance of (89.20%) to confirm that the agreement of most of the research sample members on this paragraph , including likely (the work of the tour guide is characterized by readiness and activity from the beginning of the tourist trip to its end), while paragraph (X6) achieved the lowest level of answer between the paragraphs (characteristics of the tour guide), as the mean value was (3.57) and the standard deviation was recorded (1.448), and a relative importance that formed (71.40%), to confirm that the agreement of most of the members of the research sample on (the smooth provision of services such as (transportation, accommodation, food and drink).

2. Guest loyalty to tourism organizations: In its focus on measuring guest loyalty, the research questionnaire included (12) questions distributed over (2) dimensions, to find out the availability of guest loyalty to tourism organizations (the research sample), and the results of the sample answers for the axes (guest loyalty) were as follows:

A. **Behavioral**: The relative importance value reached (84.47%), which is a high percentage that confirms the agreement of the research sample on most of the paragraphs of this axis. Towards agreement strongly, and standard deviation (0.857), which indicates the homogeneity of the answers regarding (behavioural) as in Table (6).

Table (6) Description of the sample answers to the paragraphs of the first dimension of guest loyalty to tourism organizations

Relative importance %	standard deviation	mean	Paragraphs						Dimensions
			5	4	3	2	1		
			The percentage of the answer%						
87.60	0.747	4.38	50	41.7	5.8	1.7	0.8	Y1-1	Y1 behavioral
84.40	0.871	4.22	45.8	34.2	16.7	2.5	0.8	Y1-2	
85.60	0.801	4.28	45.8	40	11.7	1.7	0.8	Y1-3	
86.00	0.705	4.30	40.8	51.7	4.2	3.3	–	Y1-4	
86.80	0.739	4.34	45.8	46.7	3.3	4.2	–	Y1-5	
76.40	1.277	3.82	37.5	31.7	16.7	3.3	10.8	Y1-6	
84.47	0.857	4.22	Total						

Source: Prepared by researchers based on the results of SPSS V22

The levels of importance of paragraphs after (behavioral) were distributed among the highest level of response achieved by paragraph (Y1-1) with mean of (4.38) and a standard deviation of (0.747), and a relative importance of (87.60%) to confirm that most of the research sample agreed on this paragraph, It is likely (that the tourism organization is in continuous development, so it pushes the workers to stay in it), while paragraph Y1-6) achieved the lowest level of answer between the (behavioral) paragraphs, as the mean value was (3.82) and the standard deviation was recorded (1.277) And the relative importance of (76.40%) to confirm this is the agreement of the research sample members on (that the guest has a positive impression about this tourist organization and its services).

B. **Situational**: The relative importance value reached (82.80%), which is a high percentage that confirms the agreement of the research sample on most of the paragraphs of this axis, as the mean of this axis was recorded (4.140), which falls within the period (3.40 to 4.19), and this means that the answers of the sample are heading towards agreement, and standard deviation (0.958), which indicates the homogeneity of the answers regarding (situational) as in Table (7).

Table (7) description of the sample answers to paragraphs of the second dimension of guest loyalty to tourism organizations

Relative importance %	standard deviation	mean	\multicolumn{5}{c}{Paragraphs}		Dimension
			5	4	3	2	1		
			The percentage of the answer%			
81.80	1.160	4.09	47.5	32.5	7.5	6.7	5.8	Y1-7	Y2 Situational
85.20	0.874	4.26	50	29.2	18.3	1.7	0.8	Y1-8	
82.40	0.900	4.12	42.5	30.8	22.5	4.2	–	Y1-9	
77.60	1.034	3.88	34.2	31.7	22.5	10.8	0.8	Y1-10	
88.20	0.655	4.41	49.2	43.3	6.7	0.8	–	Y1-11	
81.60	1.124	4.08	40	45.8	4.2	1.7	8.3	Y1-12	
82.80	0.958	4.140	Total					

Source: Prepared by researchers based on the results of SPSS V22

The levels of importance of the (situational) paragraphs were distributed between the highest answer level achieved by the paragraph (Y2-11) with mean of (4.41) and a standard deviation of (0.655), and a relative importance of (88.20%) to confirm that most of the research sample agreed on this paragraph, including likely (that the guest feels proud and to be distinguished as one of the guests of this tourist organization), while paragraph Y2-10 achieved the lowest level of answer between the paragraphs of (attitude), as the value of the mean was (3.88) and the standard deviation was recorded (1.034), and the importance of Relative formed (77.60%) to confirm this (the agreement of the members of the research sample that the continuous dealing

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with the tourism organization is evidence of its distinguished services, Accordingly, it is clear from Table (8) that the weighted mean value of the guest loyalty variable amounted to (4.18), which falls within the period (3.40 to 4.19), and this means that the sample answers are directed towards agreement and with a standard deviation of (0.908), which indicates the extent of homogeneity in the sample answers Research regarding this variable, while the relative importance was recorded (83.64%), which is a good percentage that confirms the agreement of the research sample on most of the guest's loyalty clauses to the tourism organization.

Table (8) The level of importance of the dependent variable, the loyalty of the guest to the tourism organization

ranking	The response level of the sample	Relative importance %	standard deviation	weighted mean	variables	Symbol
the first	high	84.47	0.857	4.22	behavioral	y1
The second	high	82.80	0.958	4.140	Situational	y2
subordinate	high	83.64	0.908	4.18	guest loyalty	y

Source: Prepared by researchers based on the results of SPSS V22

To compare between the axes of (Guest Loyalty) in terms of relative importance, it is noted that the (Behavioural) axis got the highest level of relative importance at (84.47%), and (Situational) recorded the lowest level at (82.80%).

The measurement of the level of importance, the mean, and the standard deviation of the dependent variable (guest loyalty) showed that the largest share of the answers for the research sample was for the (behavioral) dimension, and this indicates the importance of (the organization appears to be in constant development, so the employees are paid to stay in it) and (the guests enjoy With respect and appreciation, which makes it the reasons for sticking to the tourism organization and continuous dealing with it), then (my position), which is represented by (the guest's feeling of pride and discrimination being one of the guests of this organization) and (distinguishing the organization with its competitive offers compared to other tourism organizations).

The study's hypotheses are tested:

An Introduction:

The Spearman correlation coefficient was used for the purpose of knowing the relationship between the research variables and the . test

And testing the effect of the independent variable on the dependent variable using a simple linear regression model, and using the (F-test) to find out the significance of the effect of the independent variable on the dependent variable, as well as using the coefficient of determination (R^2) to find out the percentage of the influence and contribution of the independent variable on the dependent variable. This topic came to include Test the research hypotheses through the following paragraphs:

A. **First, the correlation hypothesis test:**
First, the correlation hypothesis test To test the hypotheses of the correlation between (tour guide characteristics) with (guest loyalty to tourism organizations) and its dimensions, a (Z-TEST) test was conducted, as the correlation hypothesis will be accepted if the probabilistic value (p value) corresponding to the calculated Z value is less or equal to the moral level used in The research, which amounted to (0.05), confirms the validity of the correlation hypothesis with a confidence level of 95%, but if the probability value (p value) is greater than the level (0.05), the hypothesis is rejected. The correlation coefficient between the variables was also tested to explain the strength and direction of the correlation between the hypothesis variables (0.50) and (1) the correct one. This indicates the strength of the correlation relationship. And the appearance of the sign (**) or (*) in the results of the SPSS statistical analysis program to confirm the significance of the correlation between the two variables at the significance level of (0.01) and (0.05), respectively. In this research, the first main hypothesis will be tested:

❖ **The first main hypothesis: (there is a significant statistically significant correlation between the characteristics of the tour guide and the guest's loyalty to the tourism organization)**
The results of testing the hypothesis of the correlation between the characteristics of the tour guide and the dependent variable represented by (the loyalty of the guest to the tourism organization), according to Table (9), were as follows: Acceptance of the first main hypothesis that (there is a significant statistically significant correlation between the characteristics of the tour guide and the loyalty of the guest to the tourism organization) with a confidence percentage (95%), as the calculated Z value reached (3.64) which is significant, while the value of the

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correlation coefficient was recorded (0.334*) To establish that average correlation between the characteristics of the tour guide and the guest's loyalty to the tourist organization according to the opinions of the research sample.

Table (9): Results of the first main hypothesis test

explanation	Z . test		The correlation coefficient between two variables	dependent variable	independent variable
	P value	Calculated Z value			
There is a correlation between the characteristics and the loyalty of the guest, and thus the acceptance of the first main hypothesis	0.00	3.64	0.334*	Guest loyalty to the tourism organization	Tour guide characteristics
* It indicates that the relationship is significant between the two variables at the level of significance 0.05					

Source: Prepared by researchers based on the results of SPSS V22

B. **Impact Hypothesis Test:** The F-test (F-test) was applied to find out the significance of the effect of the independent variable (the characteristics of the tour guide) on the dependent variable (the loyalty of the guest to the tourist organizations), so if the probabilistic value was Sig. Less than the level of significance of (0.05), this indicates the existence of a significant effect, and vice versa, and if the calculated value of (F) is greater than its tabular value, the probability indicates the presence of a statistically significant effect and vice versa, as well as the value of the coefficient of determination R^2 was extracted which shows the percentage of interpretation (characteristics of the tour guide) for the variable (the loyalty of the guest to tourist organizations) and its axes. The test was carried out on the following hypotheses:

❖ **main premise: (There is a statistically significant effect of the characteristics of the tour guide on the loyalty of the guest to the tourist organization)**

The results were according to Table (10) as follows: There is a statistically significant effect of the variable (characteristics of the tour guide) with (guest loyalty), as the calculated F value was (14,858), which is significant, and this means that the hypothesis is accepted (there is a statistically significant effect for the variable (characteristics of the tour guide) with

(guest loyalty) and the value of The coefficient of determination (0.112%), which indicates the percentage of influence and contribution (characteristics of the tour guide) to (guest loyalty).

Table (10) of the results of testing the hypotheses of the influence of the tour guide on the loyalty of the guest to the tourist organizations

Explanation	F- test			The coefficient of determination R^2	regression coefficient ß	fixed limit à	variable	
	sig.	tabular	calculated				dependent	independent
There is an effect	0.000	3.92	14.858	0.112	0.411	40.863	Guest loyalty	Tour guide characteristics

Source: Prepared by researchers based on the results of SPSS V22

The previous table shows the value of the coefficient of determination (0.112%), that is, the independent variable explains the variance in the guest's loyalty to the tourist organization. The test shows the significance of the regression and we note the sig value. It is (0.000), which is less than 0.05, and therefore we reject the null hypothesis and accept the alternative hypothesis, that is, there is an effect of the variable characteristics of the tour guide in the dependent variable and we can predict the dependent variable through the independent variable, Each scientific study comes out with some results in the light of the answers of the research sample, which were evaluated and analyzed in accordance with the scientific directions of the research project, in the light of which a set of conclusions were drawn within the first paragraph, and the second paragraph included its recommendations.

CONCLUSIONS:

Most of the guests wish to participate in their trips with the same organization again for reasons related to the excellence of the tourism organization in honesty and credibility and its provision of high quality services at reasonable prices. It pushes the workers to stay there.

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