



Management by roaming and self-efficacy and their impact on the excellence of hotel service: An applied study

Dr. Mohammed Fadhil Abbas
Middle Technical University- Technical Institute
For Administration, BAGHDAD – IRAQ
mf1116627@gmail.com

Mohammed Hasan Abdullh
Middle Technical University- Technical Institute
For Administration, BAGHDAD - IRAQ
Mhmdalta693@gmail.com

Received: 31/1/2021

Accepted: 15/3/2021

Published: June/ 2021



This work is licensed under a [Creative Commons Attribution-Non Commercial 4.0 International \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

Abstract:

This research investigates the type and the significant relationship between roaming management and self-efficacy and its impact on excellence in providing hotel service. To achieve this, the applied approach was adopted through A questionnaire was designed and developed for the collected data. It has consisted of three parts. The firsts section included nine questions to measure the dimensions of management by roaming. The second section includes nine questions to measure the effectiveness of the two employees. The last section includes 12 questions to measure the excellence of the hotel service. The research sample included 43 employees' responding to this survey to measure the two independent variables—also, 45 of the guests responding to this survey to measure the adopted variable. The final results indicated there is a significant direct correlation between management, roaming, and self-efficacy, which has an impact on the excellence of hotel service. The most important recommendations of this study were: achieving excellence in providing hotel service requires a work environment that supports senior management in the field of work. In addition to its ideal investment of workforce potentials and enabling them to provide the best performance, Through that, the research provides what qualifies them towards the excellence in their services to the customer.

Paper type: application Study

Keywords: ((Market, service, roaming management, self-efficacy, hotel service excellence))

Introduction:

The tendency of hotel organizations to excel in their services has become not only to obtain the largest market share and gain profits. However, to the extent that it is to stay in the market and own the customer for a lifetime, that approach and that philosophy need management that believes in its leadership and strategic role in going to the field of work and identifying opportunities that can be seized in developing performance and addressing the threats that prevent the development of that performance, and this may depend on its role in motivating the same workforce, spreading team spirit and moving positive energy within them. These practices, behaviors, and their results will review their concepts through theoretical research axes that relate to three concepts related to practices, behaviors, and results, of which the practices related to management with roaming, which is a practice related to modern administrative methods based on being close and coexistence with the work environment by the managers without barriers and beliefs that make the organization manager away from the field of work, as for what is related to behaviors, individual behavior in the services sector through self-efficacy is based on the relationship of the individual As subordinates with their superiors and its role for that relationship on their job performance and their seriousness to do their utmost. Moreover, pursuit strives to get the best results. The results that we seek to achieve with these practices and behaviors related to service excellence, especially in the hotel sector, which is characterized by the multiplicity of its services related to the needs and desires of the customer and his expectations about the hotel organization In the market and lifetime customer ownership. As for the applied aspect of the research, the level of those theoretical concepts was tested, and the answers to their questions as well as their hypotheses were tested in order to reach several applied conclusions and recommendations that could serve the work environment and harmonize with the tourism market trends.

Methodology

1-The research problem: the functional behavior usually plays a fundamental role in distinguishing the service provided in these organizations, and one of the most important drivers of this behavior is the will and ability of the organization's manager to interact with the workforce without any barriers so that this approach is a philosophy that is connected with practical reality through Going down to the theater of work and interacting positively in a way that moves the same workforce towards producing or providing the best they have. The problem of research is launched through the humanity of this positive interaction, which is related to the essence of the objectives of each organization, especially the hotel organizations. Through that, we can include the research problem through the following questions:

1. What is the level of realization of the administration by roaming on the ground?
2. What is the percentage of achieving the effectiveness of the same workers in the field of work?
3. What is the extent distinguished is the hotel service provided in the market?

4. Is there a positive correlation between management with roaming and self-efficacy and their relationship to providing a distinguished service?
5. What is the extent of the impact of management by roaming on the excellence of hotel service?
6. How does the effectiveness of the two employees affect the excellence of hotel service?
7. What is the extent of the management's contribution to roaming and self-efficacy to excellence in providing hotel service?

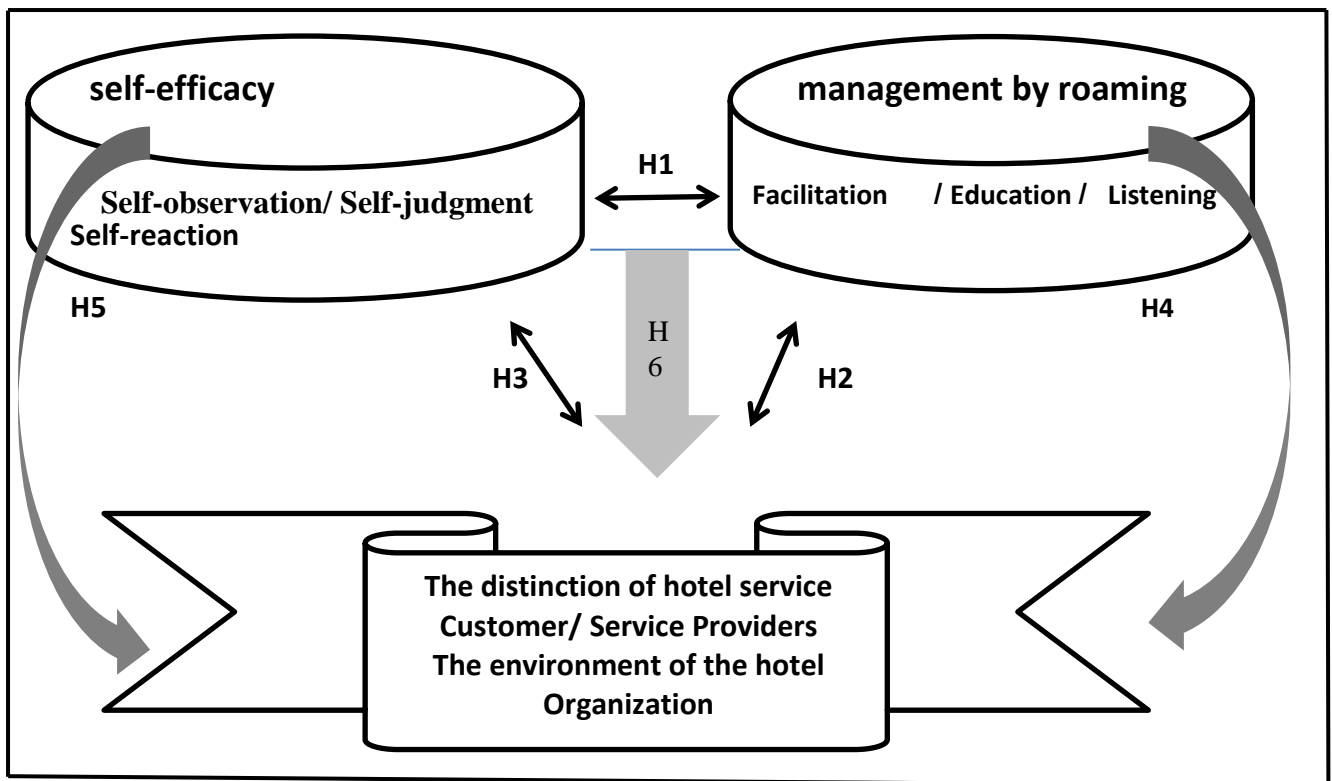
2- Research objective: The research seeks to achieve the following objectives:

- 1- Determine the type and strength of the relationship between the management practice of roaming by hotel managers with self-efficacy.
- 2- Knowing the strength of the excellence response by providing hotel service if it is based on the administration's practice of roaming in the field of work.
- 3- Diagnosis of the impact of the effectiveness of the two employees on the excellence of the hotel service provided by them.

3-The importance of research: The importance of research falls through the following points:

- 1- Presenting an administrative prescription that can be used by the hotel administration in detecting many word problems and solving them through their roaming in the field.
- 2- Getting acquainted with the reality of the workforce in hotel organizations and its relationship to the methods of developing hotel service provision.
- 3- Show the reality of excellence in hotel service in front of hotel administrations that think they are the first in the labor market.

4- The research model: designed according to the questions in the research problem as well as the importance and purpose of the research, and this was presented through what was mentioned in Figure 1, which illustrates the correlation and influence relationships between the two independent variables of the research with their branches (management by roaming: listening, education and facilitation) (self-efficacy: self-monitoring, Autonomy, and Autonomy) and the dependent variable (Excellence in Hotel Service: the customer, service providers, and hotel environment).



Source: It is prepared by the researcher.

Figure (1)The research model

5-The research hypothesis: based on the research questions, its main hypotheses can be included as follows:

- 1- There is a significant correlation relationship between management with roaming and self-efficacy.
- 2- There is a significant correlation between the administration of roaming and the provision of distinguished service.
- 3- There is a significant correlation between self-efficacy and the provision of distinguished service.
- 4- There is a significant impact relationship between the management and roaming on service excellence.
- 5- There is an impact relationship of moral significance to the effectiveness of the two employees on service excellence.
- 6- There is an impact relationship of moral significance for the management to roaming and the effectiveness of the two employees on service excellence.

6-Research Society and Sample: The research Society is classified into two Groups: staff in premium class hotels in Baghdad and guests of those hotels. A random sample of staff and guests in 2 of those hotels was taken, with a total of 5 The hotel, which includes staff of all types and job addresses, as all staff in the private sector, including a manager and below, are covered by the Iraqi labor law and social security, As for the guest sample, it was calculated based on the number of rooms in the hotel. Table 1 shows the proportions and numbers of the

sample for which the questionnaire form was distributed to them, as the questionnaires were assigned to each hotel based on a percentage 10% of the total number of employees and hotel rooms, and that the forms that were subjected to analysis ranged from representing the sample 7% -12 % Which are acceptable percentages in this type of studies as more than (5%) (Mahjoub, 1988 36 :).

Table (1) The size of the research sample

Hotel	Group	Total	The number of rooms	Number of distributed questionnaires	Number of retrieved questionnaires	Number of excluded questionnaires	Number of analysis questionnaires	Percent
al-Mansour	Staff	325	-	33	29	2	27	%7
	Guests	-	293	30	29	-	29	%8
Baghdad	Staff	180	-	18	18	2	16	%11
	Guests	-	175	18	16	-	16	%12
Total	Staff	505		51	47	4	43	%9
	Guests			48	45	-	45	%10

Source: It is prepared by the researcher.

7- Research methodology: The research followed by studying the method or method of field research through attendance and field presence in the hotel business theater and interaction with employees and customers during the questionnaire distribution period that took place during July and August 2019, by responding to their inquiries that may be raised during the response to The questionnaire, as well as observing the realization of field research variables through the practices of roaming management or the behaviors of workers in the production and provision of the service as well as the customer's reaction and noting their convictions about the level of service and its suitability with the place they visit.

8- Sources of data collection: The research relied on collecting its data for its theoretical and field frameworks on multiple sources, including:

- 1- Literature and theoretical propositions concerned with research variables and their dimensions (books, research papers, articles, dissertations, and theses).
- 2- The questionnaire, which is the primary tool in collecting field data, has been designed in two types; the first relates to the questionnaire of workers to answer the paragraphs related to the research variables (management by roaming, self-efficacy). (Al-Hawamdeh and Al-Obaidi: 2012), (Al-Rawashda: 2012), (Hegazy: 2013), and its paragraphs were used to suit the research environment. As for the other type, it is related to the customer questionnaire related to the dependent variable (service excellence). Its paragraphs were designed based on the

researcher's opinion and on several studies and research, including (Al-Saadi: 2015), (Al-Shorouqi: 2018), and were designed by the research environment.

Previous experiences

According to what has been presented of concepts related to practices (management by roaming) and what matters to behaviors (self-efficacy), and what is related to results (excellence in hotel service), these terms have been addressed by several researchers, who are they (ALrawashdeh,2012) Whose study aimed to know the impact of management by roaming on achieving organizational excellence in Arabic companies through a sample of 183 individuals. After analyzing the collected data, the study concluded that management by roaming explains 56.9% of the variance in organizational excellence. As for what he offered (Single&Tucker,2013) With his study on the effectiveness of management by roaming, which was based on a random sample collected from 19 hospitals, the study took 18 months, and they reached through their study that the positions headed by the elderly are more responsible and exercise their role better in solving problems and their achievements are distinguished. The study (Nassima, 2017) entitled the Impact of wandering management on the Effectiveness of Strategic Decisions came as a field study for a group of public economic institutions in Biskra; the study found the impact of management lies through shifting the effectiveness of the strategic decision. As for what the study (Goulao, 2014) was interested in, it examined the relationship between self-efficacy and academic achievement among adult learners, as it was adopted by collecting data from 63 students and both sexes. The study found that self-efficacy among students is high, and there is a relationship between self-efficacy and academic achievement. A past study (Gangloff & Mazilescu, 2017) was entitled (Standard characteristics of perceiving self-efficacy). The study tested its methods of achieving self-efficacy on a sample that included three categories: managers, employees, and students. Realization in the field of work as for the third category, students, they are aware of the efforts of the employees. The study of (Hegazy 2013) aimed to identify the level of self-efficacy, professional compatibility, and the quality of performance of resource room teachers in government schools in the West Bank. The sample included 45 female teachers, and the research reached several results, the most important of which is that the level of self-efficacy exceeds 80% As a hypothetical level. As for the study (Grayson&Lacobucci&Ostrom, 1995) entitled (Excellence in Quality and Satisfaction from the customer's Point of View), as it aims through its study to test quality and satisfaction according to the point of view of a sample of customers who were classified into two categories, the first for quality testing and the other for satisfaction testing, and through the test it found no differences. The morale between quality and satisfaction from the customer's point of view, The study (Hassan, 2010) aimed to identify the impact of human resource management practices on achieving institutional excellence in Zain Telecom. The study included a sample consisting of 253 individuals working in the company, and the results demonstrated a significant impact of human resource management practices on leadership excellence and excellence in presenting the service. The study (Haniyeh, 2016) aimed at determining the extent of the exercise of strategic agility and its relationship to the excellence of institutional

performance in the food industries sector in the Gaza Strip. Highly efficient, which enables companies to reach performance excellence.

After reviewing these studies, we find that every researcher is interested in one of the dimensions of the current research, except a study (ALrawashdeh, 2012), which dealt with two dimensions, namely, management by roaming and excellence. If the right conditions are fulfilled, they can be achieved.

As for what distinguishes the current study from those previous studies, it was distinguished by the type of its society, its goal, and its assumptions, which dealt with three variables that play a vital role in the march of organizations during their life cycle and their future in the labor market. In the community of hotel organizations.

Literature review

1- Management by roaming:

This practice is related to modern administrative methods based on rapprochement and coexistence of managers with the workplace environment. Far away barriers and beliefs that make the organization manager away from the field of work. In the context of behaviors terms, individual behavior in the service sector through self-efficacy is based on the individual's relationship as subordinates with their superiors and their money from a role for that relationship on their job performance and their eagerness to do their utmost.

This study seeks to achieve these practices and behaviors related to service excellence, especially in the hotel sector, characterized by the multiplicity of its services related to the needs, desires of the customer, and expectations about the hotel organization. Several practical conclusions and recommendations can serve the work environment and harmonize with the tourism market trends.

Recently, most hotel organizations are aiming to provide excellent services more than get the largest market share and gain profits. However, to the extent that it is staying in the market and owning the customer for a lifetime. In developing performance and confronting the threats that prevent the development of that performance. This may depend on motivating the same workforce, spreading team spirit, and raising their positive energy. This study will focus on those practices and behaviors and their results based on its theoretical literature review and practices.

Administrative practices have become numerous due to the multiplicity of behaviors and motives that achieve their purposes, regardless of their specializations and tasks in community service. In hotel and tourism organizations, administrative style is a work philosophy that cannot be replaced by an alternative philosophy. Management by roaming within the hotel organization is an integral part of the rituals of managing the internal environment of the tourism or hotel organization dealings with workers of various levels and professional skills.

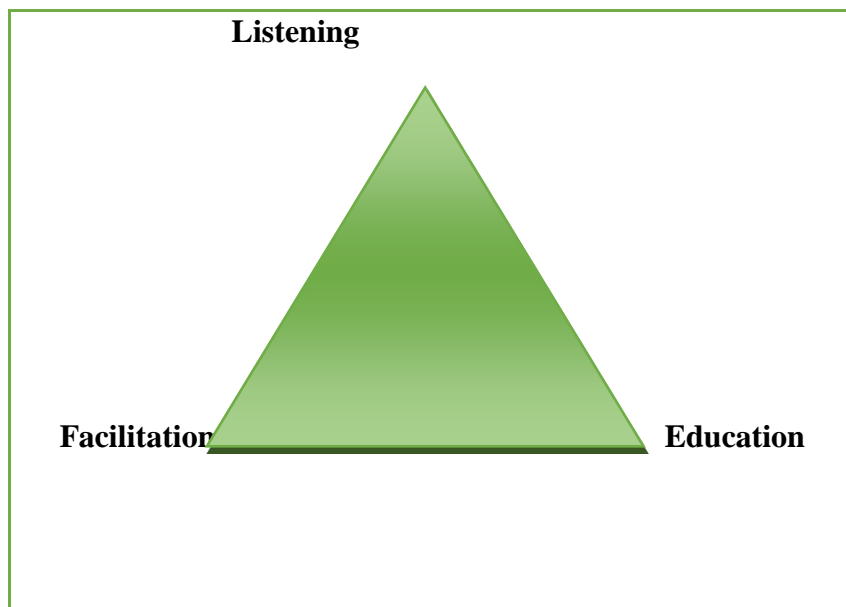
The professional hotel management, as part of its beliefs, does not believe in the existence of a throne for the manager and a system of commanders that direct the workforce and control their movements despite the importance of their presence for follow-up purposes, but the main feature of hotel organization managers remains to go into the field of work of all kinds, not to catch mistakes and hold accountable as much as searching for obstacles to development. Noticing and listening to everything that is happening in the daily work environment, and that the time of his sitting in his office does not exceed only the times of meeting important guests or completing the daily administrative mail, the administrative work through the administration by roaming aspires to use the manager of all five of his senses without being limited to one sense and being confined to it. The daily position in the management of the hotel organization is the guarantor of its success related to the success of roaming in the corridors and departments of that organization, for this philosophy has received the attention of various sectors of social life, starting with the military, health and educational institutions, through the hotel and research organization, etc. Therefore, This term is common, namely by (walking through, walking around, walking about, and wandering around as well as the multiplicity of practical fields that resulted in several concepts. For example, a manager's ability to know everything that is going on around him, direct contact with workers, see the fundamental and primary needs, and multiple points of view. that support the work environment, achieve goals and break the barrier of communication between the manager and the workers (ALrawashdeh,2012:523). Also, the manager's ability to move away from his office and go into the field of work and interact with the workforce face to face in order to discover facts, Improve communication and employee motivation, creativity and development, and acquisition feedback (Al Hawamdeh and Al Obaidi,2012:66). Therefore, this administrative method is considered one of the democratic methods of dealing with human resources and listening to them without hesitation, and working to achieve a good work environment that serves all the beneficiaries. This management style works within several steps, which can be explained below: (Peters & Austin,1985:213)

A- Listening: it is through mastering the art of listening to others without ignoring the opinions and information that are presented to maintain the flow of information quickly to the management in a way that ensures the survival of effective communication between management and workers.

B- Education: the transfer of everything related to the knowledge that the administration wants to convey to its human resources to ensure organizational policies and strategies.

C- Facilitation: To make the work environment governed by the atmosphere of democracy by dealing in a way that guarantees hearing and acceptance of opinions that pertain to the organization's interest in the first place.

Through this, we find that the management steps by roaming operate within a fixed logical sequence. It is impossible to give weight or attention to a step without another but rather to walk within an equilateral triangle whose top interest is listening. Its focus on education and facilitation, as shown in the figure below, Through which define management by wandering procedurally as the leadership ability of the manager by possessing the art of listening to those around him and employing what he hears in drawing up the policy and strategy of the organization in achieving its goals.



Source: It is prepared by the researcher.

Figure (2) the management by roaming triangle

2- Self-efficacy:

It is related to the workforce's effectiveness through the tasks and jobs that can be accomplished according to the dictates of their psychological and job behavior and the type of their relationship to work management. Journal of the organization they work for. In hotel organizations that direct their services to their guests in the first class. They aspire to a human resource who can acquire the professional knowledge necessary for him to accomplish his tasks in the best possible way through reaching the conviction and satisfaction of the guests. the services of the hotel organization are directed at them. This can only be achieved by a human resource who can think and guide his health behavior in a way that serves the interest of the hotel organization, as well as the type of administration that has the necessary cognitive tools to direct, such as kind of behavior that is in the interest of work. The available motivations and trends can move that self and its creativity, Based on that; the concept of self-efficacy has been researched from several intellectual propositions that dealt with that concept relatively according to the type of the individual's environment, his level of performance, his thinking,

and the mechanism for managing his positive behavior towards the organization in which he works. Among these concepts is what he proposed (Regehr,2000,p.334). It is a cognitive process that creates expectations by which an individual can solve problems. It defines by (Hegazy 2013: 420) as one of the most crucial personality mechanisms of the individual, as it represents an essential center in his motivation towards carrying out any activity, as it helps the individual to face the pressures he is exposed to in the different stages of his life. As for the factors determining self-efficacy, only the social learning theory is concerned with self-efficacy. Bandor (1977) defined these behavioral influences in three stages: (Salem, 2011: 138)

A- Self-observation: It is the individual's awareness of himself and the extent of his ability to extract information about himself through which it is possible to judge his person's ability to achieve the desired goals.

B- Self-judgment: Through a person's ability to evaluate his capabilities and compare them with the goals to be achieved.

C- Self-reaction: Here, it is more like feedback about what a person perceives about himself, he searches through that for three reactions, the first of which is related to behavioral actions that relate to the search for the most appropriate methods of specific learning, and the second is personal self-actions through which the research is conducted. On the tools through which they increase the efficiency of their learning plans, the last of which is environmental self-actions in which the working person resorts to the appropriate conditions for learning and acquiring the required knowledge.

Based on that, we find that self-efficacy is related to the self-honesty of the working individual through which he can discover the implicit cognitive abilities that qualify him to show positive or negative behavior towards the organization or job. This resulting behavioral type is not dependent on the individual alone as much as it depends on the work environment and the administrative climate Prevailing in the management of the hotel organization. Therefore, self-efficacy can be defined procedurally as the ability of the individual to master the matching between what is required and what is available.

3- The distinction of hotel service:

This is considered a strategic dimension that any organization is looking for, especially hotel organizations whose outputs are usually directed towards the guest they are looking for and seek to achieve his happiness. With the level of providing hotel services in terms of several dimensions, the hotel organization can gain an advantage in its services compared to the type of competing services in the market—the logic of customer happiness first. Excellence was defined as the philosophy of doing the right things, in the right form and at the right time (Al-Shorouqi, 2018: 60). also define that it is a planned effort seeking to gain a competitive advantage in the market. (Grayson&Lacobucci & Ostrom ,1995:278) has been defined as the best use of the available resources to ensure the achievement of added value for the customers of the hotel organization (Araujo & Luis, 2006: 4).

Through that, the distinction of hotel service does not deviate from the principle of doing the right things from the first step until it reaches the customer's hand and retains it. Accordingly, the principles or dimensions that distinguish hotel service are found in a work environment that believes in the philosophy of quality and continuous improvement to establish long-term relationships with its customers. Therefore, the researcher knows the distinction of the hotel serves as a working methodology that seeks to build sustainable relationships with the customer by responding to their desires and needs and sympathizing with them by people who provide the service reliably and reliably by providing an error-free service supported by tangible evidence of the customer befitting the degree of the place.

Through this, the researcher sees that the dimensions of service distinction do not deviate from the quality dimensions that were identified in the above procedural definition, which are as follows:

A- Response: A relative dimension is achieved by the availability of the required service at the appropriate time and place, depending on the type of service. The response of service providers to the customer's requirements does not depart from being a professional response related to outstanding performance without any discrimination between customers or hesitation in serving them.

B- Confirmation: A dimension related to the overall concept of distinction through which one should reach service with zero defects, except for those defects related to performance (service method) or the essence of the service, and this is only achieved if the service fundamentals are correct from the first steps.

C- Empathy: This dimension establishes long-term relationships with customers through several things, including attention to the details of customers' desires and needs and working to meet them, as well as the moral participation and remembrance of customer events.

D- Reliability: This dimension relates to the ability of service providers in the hotel organization to provide a service to the customer that is free from errors or damage to anything that has been agreed upon between the two parties in terms of substance and other auxiliary services

E- Physical evidence: the availability of the actual material dimension remains an essential element, as it is what the customer feels and uses it directly without an intermediary, thus providing the material atmosphere that makes the customer feel the prestige of the place leaves a positive perception for him with the rest of the other details of the service.

Through this, we conclude that the distinction of the hotel service has a relationship with three sides, which are as follows:

A- The customer: This is related to the customer's level of culture and the data and information he possesses that made him frequent the hotel organization, and the accuracy of the sources of that data.

B- Service Providers: The degree of efficiency and qualifications of those in charge of customer service and their level of performance about the degree of the hotel.

C- The environment of the hotel organization: through the material and moral atmosphere it provides that helps to provide service commensurate with the customer's culture and the qualifications of the service providers.

Discussing the results of the research

The research in its field-side reached several results that were obtained through the data collected from the field of work, which discussed these results according to the research questions:

- The first question: which included the level of management's achievement by roaming on the ground in the hotel industry. The variable mainly achieved and through its branch, converging results in answering its questions as shown in Table 2 if it achieved general arithmetic mean of 4.35 with a dispersion ratio of 0.67, which indicates the almost complete agreement of the sample members about achieving the variable. This result has been verified by the closeness and explicit agreement on the answer level, which is shown in the table mentioned above, which shows to the researcher that the research sample confirmed the achievement of the variable through its answer that reflects that.

Table (2) The level of the research sample responses about the reality of management by roaming

Paragraph	The scale										Arithmetic mean	Standard deviation	
	Strongly agree		Agree		Neutral		I do not agree		I do not Strongly agree				
	F	%	F	%	F	%	F	%	F	%			
Listening	1	19	44.2	23	53.5	1	2.3					4.42	0.54
	2	16	37.2	21	48.8	4	9.3	1	2.3	1	2.3	4.16	0.87
	3	22	51.2	19	44.2	1	2.3	1	2.3			4.44	0.67
The general level of the variable											4.34	0.69	
Education	4	20	46.5	23	53.5							4.47	0.50
	5	15	34.9	26	60.5	1	2.3	1	2.3			4.28	0.63
	6	20	46.5	23	53.5							4.47	0.50
The general level of the variable											4.41	0.54	
Facilitation	7	20	46.5	16	37.2	3	7.0	3	7.0	1	2.3	4.19	1.01
	8	14	32.6	25	58.1	2	4.7	2	4.7			4.19	0.73
	9	23	53.5	19	44.2	1	2.3					4.51	0.55
The general level of the variable											4.30	0.76	
Mean & deviation generally											4.35	0.67	

Source: It is prepared by the researcher.

- The second question: which included the extent of realization of the same workers on the ground in the hotel industry, as it achieved the variable mainly and through the branch of close results in most of its questions as shown in Table 3 as the highest answer to Paragraph 5 was achieved (I need to be taught) And training before practicing any activity related to the activities of the hotel (with an arithmetic mean of 4.37 and a dispersion rate of 0.66, which proves the role of training and education to practice the activities of the hotel in a positive way. It achieved an arithmetic mean of 3.95 and a standard deviation of 0.92, proving that the level of intelligence and thinking varies among the workforce. However, on the general level of the variable, it achieved general arithmetic mean of 4.20

and a dispersion ratio of 0.77, which indicates agreement Almost complete for the sample members about achieving the variable, and this result was achieved from the closeness and clear agreement on the level of the answer, which is shown in the table above, which shows to the researcher that the research sample confirmed the achievement of the variable through its answer that reflects that.

Table (3): Responses of the research sample about the reality of self-efficacy

Paragraph	The scale										Arithmetic mean	Standard deviation	
	Strongly agree		Agree		Neutral		I do not agree		I do not Strongly agree				
	F	%	F	%	F	%	F	%	F	%			
Self-observation	1	15	34.9	23	53.5	4	9.3			1	2.3	4.21	0.71
	2	12	27.9	22	51.2	4	9.3			5	11.6	3.95	0.92
	3	15	34.9	22	51.2	5	11.6			1	2.3	4.19	0.73
The general level of the variable											4.12	0.79	
Self-ruling	4	17	39.5	21	48.8	3	7.0	1	2.3	1	2.3	4.21	0.86
	5	19	44.2	22	51.2	1	2.3	1	2.3			4.37	0.66
	6	18	41.9	20	46.5	5	11.6					4.30	0.67
The general level of the variable											4.29	0.73	
Self-response	7	16	37.2	20	46.5	6	14.0			1	2.3	4.16	0.84
	8	16	37.2	21	48.8	5	11.6	1	2.3			4.21	0.74
	9	17	39.5	20	46.5	4	9.3	2	4.7			4.21	0.80
The general level of the variable											0.79	4.19	
Mean & deviation generally											0.77	4.20	

Source: It is prepared by the researcher.

- The third question: which reflected the extent of the excellence of the hotel service provided in the labor market, as the variable achieved mainly and through its branches converging results in answering its paragraphs as shown in Table 4 if it achieved a general arithmetic mean of 4.38 with a dispersion ratio of 0.83 which indicates the almost complete agreement of the sample members about achieving the variable by answering its paragraphs whose results converged, except for paragraph 4 (The hotel management remembers my personal events and shares with me) as he achieved the lowest answer compared to the rest of the paragraphs and a high dispersion rate in the answer amounted to 1.26 This indicates the apparent discrepancy in the application of the paragraph on hotel guests, which is due to the frequency and loyalty of the guests to the hotel, but in general, the results of the answers reflect a clear answer that demonstrates the excellence of providing hotel service to the research sample.

Table (4) the level of the research sample responses about the reality of service excellence

Paragraph		The scale										Arithmetic mean	Standard deviation
		Strongly agree		Agree		Neutral		I do not agree		I do not Strongly agree			
		F	%	F	%	F	%	F	%	F	%		
Service suppliers	1	21	46.7	18	40.0	5	11.1	1	2.2			4.31	0.76
	2	23	51.1	15	33.3	6	13.3	1	2.2			4.33	0.80
	3	26	57.8	9	20.0	7	15.6	3	6.7			4.29	0.97
	4	24	53.3	7	15.6	5	11.1	8	17.8	1	2.2	4.00	1.26
The general level of the variable												4.23	0.95
the customer	5	26	57.8	12	26.7	5	11.1	2	4.4			4.38	0.86
	6	18	40.0	15	33.3	8	17.8	4	8.9			4.04	0.98
	7	32	71.1	8	17.8	4	8.9	1	2.2			4.58	0.75
	8	33	73.3	10	22.2	2	4.4					4.69	0.56
The general level of the variable												4.42	0.79
Hotel environment	9	24	53.3	15	33.3	5	11.1	1	2.2			4.38	0.78
	10	31	68.9	12	26.7	2	4.4					4.64	0.57
	11	29	64.4	9	20.0	7	15.6					4.49	0.76
	12	26	57.8	13	28.9	3	6.7	3	6.7			4.38	0.89
The general level of the variable												4.47	0.75
Mean & deviation generally												4.38	0.83

Source: It is prepared by the researcher.

• The fourth question: which centered around the possibility of a statistical correlation relationship between management with roaming and self-efficacy and thus providing a particular service. In the Pearson correlation coefficient test, whose values are shown in Table 5, the correlation relationship between independent and dependent variables ranged between the weak correlation relationship whose values are confined Between 0.20-0.39 and the very high confined correlation; its values are 0.80-0.99. However, all relationships refer to direct values tested at a significant level of 0.01 and a significant level of 0.05, which indicates to the researcher the existence of a significant correlation relationship between the independent and dependent variables. This confirms the proof of the hypothesis of the first, second, and third research in general and in detail, and the following texts.

- There is a significant correlation between management with mobility and self-efficacy.
- There is a significant correlation between the administration with roaming and providing a distinguished service.
- There is a significant correlation between self-efficacy and providing distinguished service.

And through that, we can reach the best answer to the fourth question

Table (5) The correlation relationship between independent and dependent research variables

Independent variables		The main variable	Sub Variables			The main variable	Sub Variables		
		Management by roaming	Listening	Education	Facilitation	Self-efficacy	Self-observation	Self-ruling	Self-response
The main variable	service excellence	0.88**	0.40**	0.56**	0.61**	0.34*	0.40**	0.34*	0.50**
Sub Variables	Service suppliers	0.35*	0.48**	0.31*	0.49**	0.42**	0.37*	0.35*	0.51**
	Hotel environment	0.39**	0.52**	0.35*	0.53**	0.37*	0.41**	0.39*	0.55**
	The customer	0.40**	0.52**	0.35*	0.61**	0.37*	0.34*	0.58**	0.53**

Source: It is prepared by the researcher. (* At 0.05 level of significance)(** At 0.01 level of significance)

- The fifth question: It was raised through how the management roaming has a significant impact on providing a specific service, and on reaching a scientific answer with statistical significance, the two variables were subjected to a simple linear regression coefficient test. Distinguished Service (through the values shown in Table 6 as it achieved positive values indicating the proportion of the direct effect through the values of the determining factor and values in the beta coefficient indicating the percentage of change in providing a particular service if the administration changes roaming by one unit, in addition to a value (F) the calculated value that exceeded its tabular value of 4.08, indicating the significance of the model. Through this, we can answer the question and prove the fourth research hypothesis, which reads (There is a significant moral relationship of the administration to roaming on excellence in service provision).

Table (6) Simple linear regression coefficient of the independent variable Management by roaming on the dependent variable Excellence in service provision

Independent variable	dependent variable	Constant limit value (α)	Beta coefficient value (β)	The value of the coefficient of determination (R^2)	Calculated value (F)	Significance
Management by roaming	service excellence	1.18	0.95	0.77	133.811	Significant
Listening		2.26	0.45	0.16	7.560	Significant
Education		1.47	0.64	0.31	18.356	Significant
Facilitation		1.020	0.73	0.38	24.777	Significant

Source: It is prepared by the researcher. Tabular (F) value at 0.05 level of significance and degree of freedom (41,1) = 4.08

- **The sixth question:** The question dealt with the extent of a significant impact of the Self-efficacy for workers on the provision of a particular service, and in order to reach a scientific answer with a statistical meaning, the two variables were subjected to a simple linear regression coefficient test. Distinguished Service (through the values shown in Table 7 as it achieved positive values indicating the percentage of the direct effect through the values of the determination coefficient and values in the beta coefficient indicating the percentage of change in the provision of a particular service if the administration changes roaming by one unit, in addition to a value (F) the calculated value that exceeded its tabular value of 4.08, which indicates the significance of the model. Through this, we can reach an answer to the question and prove the hypothesis of the fifth research, which reads (there is an impact relationship with Significant significance for Self-efficacy for workers on excellence in service provision).

Table (7) Simple linear regression coefficient of the independent variable Self-efficacy over the dependent variable Excellence in service provision

Independent variable	dependent variable	Constant limit value (α)	Beta coefficient value (β)	The value of the coefficient of determination (R^2)	Calculated value(F)	Significance
Self-efficacy	service excellence	2.31	0.43	0.12	5.449	Significant
Self-observation		2.12	0.48	0.16	7.753	Significant
Self-ruling		2.09	0.48	0.11	5.213	Significant
Self-response		1.94	0.53	0.25	13.884	Significant

Source: It is prepared by the researcher. The tabular (F) value at 0.05 level of significance and degree of freedom (43.1) = 4.08

• The seventh question: This question collected the extent of a significant impact of the administration on roaming and the effectiveness of the Self-efficacy for workers in providing a particular service, and in order to reach a scientific answer with statistical significance, the two independent research variables were subjected to the multiple linear regression coefficient tests. Distinctive) through the values shown in Table 8 as they achieved positive values indicating the proportion of the direct effect through the values of the determination coefficient and values in the beta coefficient indicating the percentage of change in the provision of a particular service if their change changes by one unit, in addition to the value of (F) The calculated value that exceeded its tabular value of 3.23, which indicates the significance of the model. Through this, we can answer the question and prove the hypothesis of the sixth research, which reads (there is a relationship of influence with a moral significance for the administration to roaming and the effectiveness of the Self-efficacy for workers on the excellence of service supply).

Table (8) multiple regression coefficients for the two independent variables Management by roaming and self-efficacy on the approved variable Excellence in service supply

Independent variable	dependent variable	Constant limit value (α)	Beta coefficient t value (β)	The value of the coefficient of determination (R^2)	Calculated value(F)	Significance
Management by roaming	service excellence		1.15	0.77	67.618	Significant
Self-efficacy			0.11			

Source: It is prepared by the researcher. Tabular (F) value at 0.05 level of significance and degree of freedom $(40,2) = 3.23$

Based on the above, and to diagnose the most influential variables of the dependent variable, the step-wise method was used to find out the independent variables that remain in the regression model only. The percentage of the direct effect through the values of the determining factor and the beta values indicating the percentage change in the provision of a specific service if they change by one unit, in addition to the calculated value of (F) that exceeded its tabular value of 2.84 which proves the strength and importance of their influence in Achieve excellence by providing distinguished service.

As for the sub-values of the independent variable, the effectiveness of the two factors, there will be only one sub-variable (the self-reaction), and it is proved through its value appearing in the table above that the effect ratio is directly proportional through the values of the determination coefficient. In the case of change (self-reaction) by one unit, in addition to the calculated value of (F) whose tabular value of 2.84. This confirms to the researcher the importance of these variables in the work environment and their positive role in achieving excellence in the service provided by hotel organizations.

Table (9) The most independent variables affecting the provision of distinct service in method (Stepwise)

Independent variable		dependent variable	Constant limit value (α)	Beta coefficient value (β)	The value of the coefficient of determination (R^2)	Calculated value(F)	Significance
Management by roaming	Education	service excellence	0.32	0.37	0.45	16.513	Significant
	Facilitation			0.53			
Self-efficacy	Self-response		1.94	0.53	0.25	13.884	

Source: It is prepared by the researcher. The tabular (F) value at 0.05 level of significance and degree of freedom (39,3) = 2.84

Conclusion

The essential conclusions of this research were as the following :

- 1- Democratization of administrative practices while preserving a degree of bureaucracy that makes business organizations aware of the realities of the hotel organization and assures its future.
- 2- The leading organizations in their work are looking to direct and manage the same employees in a way that guarantees the investment of that self in a manner that achieves its goals.
- 3- The message of excellence in service provision is achieved if the hotel organization maintains the march of excellence and develops it towards the better, not merely achieving it and declining towards the worse.
- 4- It was found that the philosophy of management by roaming was verified, which indicates the spread of team spirit between the administration and those working in the hotel business.
- 5- The research revealed positive reactions of workers regarding their self-efficacy towards the work that they carry out in the hotel organization.
- 6- The reality of service excellence has gained a positive conviction by hotel guests, but ambition for the better remains the self that the hotel organization aims to achieve.
7. Determining the features of the distinguished hotel service that achieves the guest's conviction came thanks to the positive role of the two independent variables for the research, and this is proven by the moral link between them and the adopted variable.
- 8- The research showed that the practice of roaming management by hotel business managers effectively contributes to addressing the problems that may appear in the details of those businesses and thus providing a service that is distinguished from competitors, and this is proven by the positive impact of management with roaming on excellence in service provision.

9 - The workforce is a fundamental source for the success or failure of any business organization, including the hotel. Investing themselves for the better generates outcomes by providing better service, and this has been proven about the effect of self-efficacy for the excellence of hotel service.

10- Providing services distinct from others in which the capabilities of business organizations vary is a dimension that needs several characteristics that the research indicated, the most important of which are: -

A- An administration that believes in its role and presence in the business field, as well as a workforce that can control their job behavior in a way that serves the business objectives, and this was proven through the multiple linear regression coefficients that showed the relationship of the management's influence to roaming and self-efficacy in excellence in service provision.

B- The research showed a role for the two features of learning and disclosure of knowledge in an applied manner by hotel managers in front of the workforce and facilitating work obstacles by solving its problems radically in addition to the availability of a work environment that enables the human resource to identify and know their need for capabilities to carry out the required activities, as this was proven through the (stepwise) test, which showed the importance of the two dimensions (education, facilitation) of the roaming management variable, and the (self-reaction) dimension of the self-efficacy variable. To contribute to providing a distinguished service.

Further Work

The most important recommendations of this study are:

1. Paying attention to the organizational climate in which the workforce can perform its role and develop it for the better.
2. Considering human capital as one of the organization's assets, which it has always been looking for better development and investment.
3. The organization's gain is to maintain its distinction among organizations, and that is through its interest in search engines in service operations and improving them in a manner that preserves their distinction.
4. Adopting the team spirit that brings together management and workers with confidence in ideas related to hotel operations.
5. Preserving the positive energy that workers have towards their jobs and working to develop them to ensure the career development of the workforce.
6. Develop plans for his sponsor to maintain the guests' hesitation to the hotel organization by establishing a value system that believes in guest retention.
7. Establishing a culture of roaming among workers in work and motivating themselves for the better is a philosophy that must be applied to organizations that seek to excel in providing their services.
8. Socially, the more the organization expands, its problems increase, but administratively, whenever the administration is present in the field of work, the problems related to work and service operations are reduced or suppressed. The presence of the administration in the field of work suppresses many of the work problems.

9. The success of the hotel depends on the efficiency of the workforce. They are the focus and essence of hotel operations. The interest in investing their energies and empowering them for the better has an influential role in distinguishing the services they provide.

10- Paying attention to learning and disclosing tacit knowledge practically in front of the workforce by their departments, and facilitating work obstacles by solving its immediate problems without relaying them for another period. As well as creating working conditions that enable the workforce to diagnose their need for capabilities to conduct specific activities.

References:

- 1- Al-Saadi, Muhammad Abd Zaid Abd Aoun (2015) "Tourism Thinking and the Culture of Quality of Service and Their Impact on the Happiness of the Guest" PhD thesis, Philosophy of Tourism and Hotel Management, College of Administration and Economics, Al-Mustansiriya University, Iraq-Baghdad .
- 2 - Al-Shroufi, Khalifa Ali (2018) "The Impact of Human Resource Management Practices on Institutional Excellence in the Ministry of Interior in the Kingdom of Bahrain" a master Thesis Officers Training College, Kingdom of Bahrain.
- 3-Al-Hawamdeh, Nidal Salih and Al-Obaidi, Amal Muhammad (2012) "The Impact of Wandering Management on the Capacity of Decision-Making: An Applied Study on Official Jordanian Universities" published research in the Journal of the College of Administration and Economics, Basra University, Iss: (11), Vol: (6) ,pp.62-100.
- 4 -AL-rawashdeh, eyad taha(2012) "the impact of management by walking around(mbwa) on achieving organizational excellence among employees in Arab potash company" journal of emerging trends in economies and management sciences, Iss: 3 , Vol: 4 ,pp.523-528.
- 5 -Araujo ,luis & spring, martin(2006)"services , products , and the institutional structure of production " Lancaster university management school . (U.K).
- 6-Gangloff, Bernard & Mazilescu, Crisanta –alina(2017)"normative characteristics of perceived self – efficacy " social sciences, Vol:6, pp.1-18
- 7 -Goulao,maria de Fatima(2014)" the relationship between self. Efficacy and academic achievement in adults learners" Athens journal of education. Iss:3, Vol:1,pp.237-246.
- 8 -Grayson,kent& Lacobucci, dawn &strom, amy (1995)"distinguishing service quality and customer satisfaction: the voice of the consumer" journal of consumer psychology Iss: 4, Vol: 3, pp.277-303.
- 9- Hasan, Abdul Mohsen Ahmad Haji (2010) "Human resource management practices and their impact on achieving institutional excellence: an applied study in the Kuwaiti Zain cellular communications company," a master Thesis in Business Administration, Middle East University, Oman- Jordan.
- 10 - Hijazi, Goltan Hassan (2013) "Self-efficacy and its relationship to professional consensus and quality of performance of resource room teachers in government schools in the West Bank", The Jordanian Journal of Educational Sciences, Iss: 4, Vol: 9, pp.419-433.
- 11 - Haniyeh, Muhammad Anwar Rushdie (2016) "The extent of practicing strategic agility and its relationship to excellence in institutional performance in

the food industries sector in the Gaza Strip”, Master’s Thesis in Business Administration, Islamic University - Gaza.

12 - Mahjoub, Wajih (1988), “Methods of Scientific Research and Its Curriculum,” (2nd ed.), Directorate of Dar Al Kutub for Printing and Publishing, University of Mosul, Iraq- Mosul

13-Nusseibeh, Jaballah (2017) “The Impact of Wandering Management on the Effectiveness of Strategic Decisions: A Field Study of a Group of Public Economic Institutions in the State of Biskra” Master Thesis in Management Sciences, the College of Economic, Business and Management Sciences , Algeria.

14-Regehr, C.; Hill, J & .Glancy, G .(2000) ((Individual Predictors of Traumatic Reactions in Firefighters ‘Journal of Nervous and Mental Disease) Iss: 6,Vol.188 , pp.333-339.

15- Salem, Rebekah Khalif (2011) “The relationship of self-efficacy and academic gender in motivation of academic achievement among the students of Ajloun University College” Journal of Educational and Psychological Research, Iss: 23, pp.134-169.

16-Tucker,anital.&Singer,sara J.(2013)"The effectiveness of management –by-walking- around: A randomized field study.<http://online library.wiley.com> Harvard library,pp.1-36.

17-Tom Peters, Nancy Austin (1985) ,MBWA(Managing by Walking Around) A Blinding Flash Of the Obvious , California Management Review, University of California, California,USA,Iss:1, vol: 28, pp.9-34.

الإدارة بالتجوال وفاعلية الذات وتأثيرهما على تميز الخدمة الفندقية دراسة تطبيقية

د.محمد فاضل عباس⁽¹⁾ محمد حسن عبد الله⁽²⁾
الجامعة التقنية الوسطى، معهد الإدارة الجامعة التقنية الوسطى، معهد الإدارة
التقني، بغداد-العراق التقني، بغداد-العراق
mf1116627@gmail.com Mhmdalta693@gmail.com

Received: 31/1/2021

Accepted: 15/3/2021

Published: June/ 2021

هذا العمل مرخص تحت اتفاقية المشاع الإبداعي نسب المصنّف - غير تجاري - الترخيص العمومي الدولي 4.0

[Attribution-NonCommercial 4.0 International \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

المستخلص:

يهدف البحث الى اختبار نوع وقوة العلاقة بين الإدارة بالتجوال وفاعلية الذات ومدى تأثيرهما في التميز بتقديم الخدمة الفندقية، ولتحقيق ذلك اعتمد المنهج التطبيقي من خلال بناء وتطوير استبانته تكونت من ثلاث اجزاء تشمل (9) فقرة لقياس ابعاد الإدارة بالتجوال و(9) فقرة لقياس فاعلية ذات العاملين فضلا عن (12) فقرة لقياس تميز الخدمة الفندقية، وتضمنت عينة البحث (43) مبحوث من العاملين لقياس المتغيرين المستقلين و(45) مبحوث من الضيوف لقياس المتغير المعتمد. وتوصل البحث الى نتيجة مفادها وجود علاقة ارتباط طردي ما بين الإدارة بالتجوال وفاعلية الذات فضلا عن تأثيرهما بتميز الخدمة الفندقية . وفي ضوء تلك النتيجة توصل البحث لعدة توصيات اهمها الاهتمام بالتميز في تقديم الخدمة الفندقية مرهون ضمن بيئة عمل تؤمن بدور الإدارة التي لها حضور في ميدان العمل فضلا عن استثمار امثل لإمكانات القوى العاملة وتمكينهم نحو الاداء الافضل، من خلال ذلك يقدم البحث بيانات ذات قيمة عن واقع حال الإدارات الفندقية بما يؤهلهم نحو التميز في خدماتهم عند الزبون. نوع البحث: دراسة تطبيقية

المصطلحات الرئيسية للبحث/ (التسويق، الخدمة، الإدارة بالتجوال ، فاعلية الذات ، تميز الخدمة، الفندقية)

(1) مدرس، معهد الإدارة التقني، قسم السياحة.

(2) مدرس مساعد، معهد الإدارة التقني، قسم السياحة.