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THE EFFECT OF STRATEGIC PHYSIOGNOMY ENHANCING
ORGANIZATIONAL SUCCESS OF TOURISTIC ORGANIZATIONS: AN
EXPLORATORY STUDY IN THE MINISTRY OF CULTURE, TOURISM
ANTIQUITIES

*Safaa Atallah Soluman*¹, *Dina Hamid Jamal*²

^{1,2} Ministry of Higher Education & Scientific Research, of Mustansiriyah University, Iraq.
College Tourism Sciences Tourism Department.

Email: 1sasn980@uomustansiriyah.edu.iq Tree.sh2007@uomustansiriyah.edu.iq

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ABSTRACT:

The current study aims to test relationship of effect variables study Physiognomy Strategy (PS) as an independent variable by dimensions in organizational success(OS) our milestone variable For a sample of leaders in Ministry of Culture, Tourism Antiquities by analyzing a sample of leaders, Tourism and Antiquities, with a total of (182) questionnaires distributed among (general managers, associate The general manager, department heads, people officials) as well as personal interviews with The directors in ministry included relationship between strategic leadership and success Organizational(OS) These variables have recently received increased attention as they are topics mission and the fundamental in the future of organizations, the variable included three dimensional (empowerment .Inspiration, Deep understanding (DU), But , Other variable included five sub-dimensions (resources, structure Organizational, practical management, knowledge management(Km)), those interacted to form framework of world The study revolves around it, main , sub-impositions emerged in order achieve goal of study Mentioned above.

INTRODUCTION:

The scientific development the progress of intellectual , knowledge research have contributed to highlighting many concepts Administrative and new strategy important to organizations, including concept of (PS) as one of basic concepts based on a set of capabilities skills that Enjoy senior management of organizations that enables to place right person in place attributed to During

personality analysis, mind reading and the ability to sense environmental, understand their components With insight to chart appropriate course for tourism organizations(TO) and ensure their success on their competitors, (PS) The strategy that exists with organizational leaders is one of tools for (OS), and this kind of cruelty necklace is fair to intelligence, acumen , interpretation of phenomena The environment that would help to sense internal , external threats , avoid them before They occur as well as, inspiration, appreciation, and blackmailing opportunities before they happen, (DU) and drawing a picture, to achieve its goals , objectives, achieving requires (OS) , Studying, knowing reality of (TO) and their future aspirations, based that to vision of organization, and her message on how to deal with requirements of environment and changes.

ANALYZING DATA AND METHOD

Research Problem

As a result of increasing changes and disturbances in business environment today that have affected the form, Direct on all Organizations, especially tourism ones, this shows the role of **(SP)** it success or failure of any organization in face of these disturbances or changes depends on what administration possesses The supreme of intelligence, ability , investment of opportunities through inspiration, prediction and a **(DU)** of interpretation of phenomena Interfaces in order to enhance **(OS)** of tourism organizations as should higher departments in Organizations use their active role to promote **(OS)**, which in turn contributes effectively , efficient in achieving mission of organization , strategies that organization seeks achieve and not Using their effectiveness appropriate to conditions of workers in organization leads to failure to achieve required goals **Therefore**, it requires skills , capabilities of senior management to bridge any gap that affects performance of organization , to confront These challenges require the alignment between strategic Physiognomy and organizational success **THEN**, take place Adapt them to The activities and procedures of organization aimed at enhancing success, hence the problem, The study through main question (does the Ministry of Culture, Tourism , Antiquities contribute to enhancing **(OS)** through the use of **(SP)**) The following questions arise from problem

- Does Ministry of Culture, Tourism Antiquities realize concept and role of **(SP)** in promoting **(OS)**?
- Do senior leaders of the Ministry of Culture, Tourism and Antiquities have a clear vision of variables studying?
- What is the level of availability of **(SP)** in Ministry of Culture, Tourism and Antiquities ?

Importance Of Study

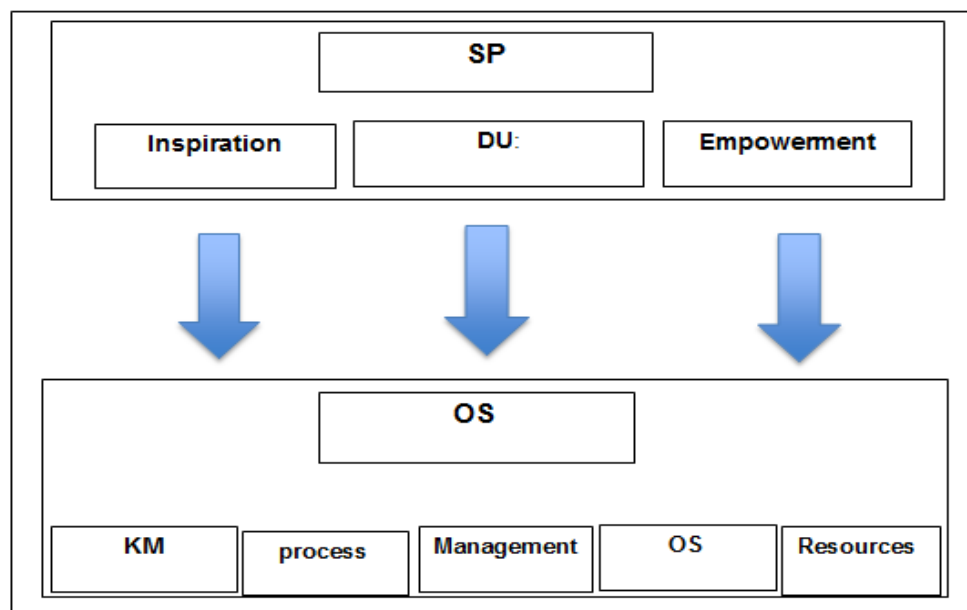
- Statement of philosophical, intellectual foundations of **(SP)(OS)** clarify most important of what literature mentioned,.

- The study touched on two important variables for organizations, especially (TO), which are ((SP) (OS) The study is one of topics of modern management thought.
- Highlight the dimension through which strategic Physiognomy contributes to enhancing organizational success in the Ministry Culture, tourism and archeology study community

1-3: Study goals

- Giving importance to study variables to show how well these variables can enhance (SO)
- Determine relationship of influence between variables of (SP) in enhancing (OS) of (OT).
- Providing solutions to problems experienced by the Ministry of Culture , Tourism and effects on how to promote (SO) as well as providing indicators that help embrace the qualifications of (SP) before The debars to be able to build ministry better .

The Hypothetical Scheme of Study



Study Hypotheses

A. The second main hypothesis: There is a significant impact of (SP) on (SO) and subdivided from this hypothesis following sub-presumptions :

1-5,a:There is a significant significant impact of empowerment on organizational success .

1-5 b: There is a significant impact of inspiration on organizational success ‘

1-5 c: There is a significant significant impact of deep understanding on organizational success.

LITERATURE REVIEW

Concept SP

The concept of (SP) is an important strategic factor for business success in organizations general , organizations Tourist in particular after researchers , writers realized the importance of Organizations , need for them because of their great importance , direct , effective impact on leaders in particular And managers in general have become a vital source of contemporary in the field of strategic management, at time In which the organization seeks to achieve its goals **Therefore**,(goals of its internal , external environment), that science of Physiognomy comes Of two words (physic) means nature, and (gnomon) means evaluation, physiology is known as It is an art , science used to identify the personality of individuals by looking at the face or referring to it Reading the face (Oommen,2003.) . physiology is one of psychological methods of personality analysis For individuals , their emotional state through gestures , facial features, today's organizations are jobs Human organs, a support tool for the Human Resources Director, as well as traditional methods of conducting interview And choice. This technique allows for a deeper end to candidate and decision-making Correct(Gavrilova, 2018) Strategic Physiognomy is defined as a science based on me Systematic studies of facial features, physiological structure, and mental state generated by the leader and performance evaluation Individuals working and interacting with them "(Zhang, et.al, 2017) Ray (Castelli, 2017) on They are "mental activities and emotions that affect movement of face and thus reflect the psychological nature of the workers Directly and facilitates mind reading and personality analysis ", and between(Donnelly, 2018) as "A cognitive process that senior leadership possesses by thinking rather than feeling physically as well as, language Non-verbal communication with workers, which can only be known through the acumen it enjoys

Dimensions Of Strategic

- **Empowerment:** The concept of empowerment has grown in its current form in the 1980s and its importance lies in Developing the administrative job and its tangible results in achieving the goals of organizations, especially tourism ones The more Working individuals And expanding its performance (Al-Omari, et.al, 2020.), and empowerment is closely related to satisfaction as it is Administrative empowerment increased Feeling satisfied with Plan (Fernandez & Moldogaziev, 2015.), empowerment refers to training or permitting Or give someone the authority to play a specific role. Empowerment focuses on giving senior management confidence and strength For workers to perform their roles and tasks freely, which gives them a sense of contentment, increases their responsibilities and creates A positive feeling among them and enabling them to control work and performance through responsibility and authority over Multiple levels within the organizational structure (Al-Dulaimi, 2019) .
- **Deep Understanding:** Today, organizations are aware of importance role of strategic understanding treat it as a type It essential to types of

intelligence that working individuals enjoy, treat it as a basic type of intelligence. Enjoyed by workers and sought to align and coordinate this concept with different types of intelligence: Emotional, competitive and commercial, training its leaders in developing its elements effectively (Hussain, 2018:), as well as deep strategic understanding contributes to providing information needed for decision makers and the formulation of plans and strategies in organizations in general (**TO**) in particular, the concept of strategic understanding in organizations depends on several variables including social capital, culture systems, and knowledge management, and plan identification is approved. And strategies are on organization's mission, capabilities, opportunities, benefits, as decisions must be based on informed about a deep understanding of organized capabilities and reflects the ideal awareness of the organization's suitability and evidence (Cascio, 2018:), to make events smarter more innovative in a rapidly changing world. Privatization, information technology, globalization, the digital economy, as we find that organizations are governed with competitive advantages and struggling to survive, that's a great commitment on their part in decision-making, and they are adopted on a scientific methodology and on a number of technical techniques that rationalize decisions, access to appropriate results ensure the organization's distinction, which in turn depends on the deep jurisprudence that underpins it. Correct decisions (Dabbas & Muhammed, 2018).

- **Inspiration:** Inspiration is one of factors of creative process, one of its steps. Creativity is concerned with how to generate ideas for working individuals (Hussain, 2018:), there is an urgent need for inspiration, especially with the unstable social, economic and political environment, as it has an impact on building common goals among diverse societies as well as, about that real inspiration gives a sense of ability and independence to be independent and unique, the inspired individual means that he can serve himself more today, self-confidence and participation (Byheji, et.al, 2014), and human resources are among the contributing factors to survival and continuity of organizations, especially organization tourism by achieving a sustainable competitive advantage due to skills, knowledge and creative capabilities (Lin, 2017:),

Concept (OS)

success term contemporary in the literature of Arab Thought administrative, leaning on elements of which include (efficiency and effectiveness), But with the evolution of thought administrative became the focus on one of two concepts is not feasible to judge the success of the organization of modern Valenzerh has become take many indicators to judge (OS) including tourism organizations in the light of rapid changes so cannot be success of organization account tourist (efficiency and effectiveness) only, that survival of organization, its growth and development makes it a successful organization, stated (Royal 2012:), "that success of organizations have expressed in liquidation overall status of organization for its efficiency and effectiveness and that successful organizations are able to adapt to the environment in which they are through utilization of available resources

"ANID Roger, 2005:) that success of organizations are through financial performance and profit maximization and implementation of programs to improve the quality, re-engineering, comparison of reference after narrow point of view that does not determine long-term success in the competitive market, "pointed out to him (Kalyar & Shafique, 2019:) that" the organization's ability to creativity by producing new ideas Related to its products and services, operations and functions, "also known as" Organization's ability to exploit the financial, human , information resources and , possibility of benefiting from , expertise and past experiences "(ugoani, 2020:).

Dimensions Of (OS)

- **Resources:** The resources essential inputs in regulatory process for the development of valuable services to customers (Okoth & Machuki, 2018:), is used as a source of competitive advantage and sustainable when they are of value and scarcity are difficult to imitate, non-replaceable (Ljungquist, 2007: 396) and include all assets such as cash, buildings, machinery and intellectual property that can depend on the organization, particularly tourism, including the strategy , implementation of formulation, varied resources either tangible or resources intangible (Rothearmel, 2017: 101), either non-assets tangible, including patents, designs, ideas and technical scientific resources business reputation Kalalamh, is often an integral part of unique procedures , practices that have evolved accumulated over time (Dess, et.al, 2014.)
- **organizational structure:** refers to tasks to be accomplished in organization , how to arrange as well as working to identify how to manage responsibilities and flow of communication within the organization, organizations generally consist of three main parts namely human energy, organizational structure and technology, , in order to reach to achieve goals needed to evaluate work individuals working within the organization , so they need to organizational structures suitable as will provide a framework for monitoring , control and in fact Valhichael regulatory organization working to achieve its objectives so should the leaders and managers must understand its importance and the importance of its design (Maleki & Fariba, 2014:), see (Aivi & Lofgren, 2021:) as "a set of methods that divide the tasks by identifying duties, coordination and structure of the organizations by establishing the coordination of work and directing staff procedures functions.
- **Management:** Managers play primary role , head in defining , drawing future of any organization because,It procedures decisions are most likely a reason for successful implementation of organization's operations , basis for activity daily manager makes decisions, as it determines the success or failure of the organization's work (Omotayo,2015:9), Management is important to reduce chaos in organization work more effectively , efficiently in most important areas of work Management Planning Employment Control (Northouse, 2016: 13) and see (Vallabhaneni, S Rao, 2022) as "achieving the organization's strategies and goals And its goals in an effective and productive way to this end it is implemented through use of resources"

- **process:** The process is defined as "a set of activities that take some kind of input and do, By creating valuable outputs or results for the guest from outside and within organization, "while referring to it (Heizer, et.al, 2017,) and that the organizational process of productive organizations includes finding thought from In order to develop these products by adopting new ideas about services that are more acceptable And the desire of the consumer in slave target market(Alabadi and others, 2016), primary goal Operations service And reach their satisfaction and fulfill their desires Systems customers,
- **Knowledge Management(KM):** Is important assets of workers , organizations as it represents a process Knowledge of workers, organizational knowledge depends mainly on the active participation of workers The main (KM) process within organizations, especially tourism ones, which directly affects On organizational success (Nuruzzaman, et.al, 2018) which is the ability to create and Acquire, use, and codify knowledge . work to share it among workers in organizations, especially Tourism and the extent of use and application of knowledge in the organizational work environment to increase innovation and performance Organizational as it has become a direct source of sustainable competitive advantage , one of the ingredients for organizational success . two main components of knowledge management: (KM) processes , (KM) environment.

THE PRACTICAL SIDE OF RESEARCH

Descriptive Analysis

- **SP**
Register after empowerment overall in my account (3,670) at a good level and with standard deviation,(0.770), which indicates that the has a good interest in empowerment process, Therefore, involve workers in decision-making process, because of its active role in Increasing confidence among workers and enabling them to work. The researcher also noted that the ministry is from time to time . (Kumar & Suresh,2008) .(2019: 22, Razzaq,et.al)

It seeks to motivate workers from the initiative and provide ideas and proposals for building the character They have especially the character that is not committed during threats and risks, in order to achieve this is trying to activate channels of communication between senior management and other departments for Facilitating the delivery of information and the feeling of workers communicating and following-up, and at same time we find that Ministry It tries to encourage participation in the decision and build a culture of collective decision among workers. And use of mental storms, which will have an active role in addressing the problems that suffer Including as well as contributing to encouragement and construction of their empowerment Achieved after deep understanding in general, between my accounts (3.572), at a good level, with a standard deviation (0.820), this indicates that most of sample examined have good knowledge that allows them In dealing with good reliability as a result of the information they possess that is invested in taking Future fateful decisions, especially in some situations where there is insufficient information

In order to make decisions, the deep values of environmental variables as well as conditions are relied upon Interior, as understanding the workers ,their requirements will contribute to achieving the Ministry's goals and objectives Achieved after inspiration in general, in my calculation (3.573), at a good level, with a standard deviation,(0.894). This indicates the interest and encouragement of workers to increase their enthusiasm, To do business objectively by allowing them to present ideas and express an opinion to increase motivation, They have ,try to address the weaknesses of workers by encouraging ,cultivating confidence They have principle that inspiration for creative ideas will be an active vital factor in ensuring an achievement, Success. **SP** log in total, arithmetic mean (3.605), good level, Standard (0.771) This indicates that sample answers are less fragmented , they confirm that there is, Good for **SP**, **especially** empowerment for workers.

To arrange the importance of , dimensions of the **SP**, coefficient of difference was used by accreditation On arithmetic mean , standard deviation as shown in table (1) as it becomes clear that After (empowerment) it came in first order in terms of dimensions of **SP** variable, as it was most, sample answers are consistent around this dimension compared to other dimensions .

Table (1): Ranking of importance based on the coefficient of variation for the dimensions of the strategic physiognomy variable					
Seq	Dimensions of the strategic physiognomy variable	Arithmetic mean	standard deviation	Variation coefficient	Variable order
1	Empowerment	3.670	0.770	20.981	First
2	deep understanding	3.572	0.820	22.956	Second
3	inspiration	3.573	0.894	25.021	Third

• **(OS) variable**

Achieving resource dimension, arithmetic mean total (5.070), at a good level , with a standard (0.730)7) indicates a good presence of resources within the ministry, especially in terms of financial resources And human resources, especially the experiences they possess, which in most cases contribute to industry

Decisions affecting future of ministry7 Record achieved after operation in general, between my accounts (3,590), at a good level, with standard deviation (0.850). Which indicates that there is good interest on part of the ministry in course of process that seeks from During it to develop appropriate strategic plans that contribute to strengthening the position of Ministry with Trying to do business with the least possible errors through continuous follow-up and diagnosis, The general situation of departments within ministry, while seeking to adopt new ideas that help develop services you provide .After knowledge management, achieve overall mean (3.673) at a good level and with a standard deviation, (0.670). This indicates a well-managed knowledge as it seeks to find the language of dialogue with Workers to motivate them to think in order to gain knowledge while ensuring that this is Ideas are protected according to principle of intellectual property protection in order to encourage workers to

express ideas, And ensuring the motivation of its owners, find that there is a continuous codification of experiences and expertise of workers in Knowledge rules within the ministry, but knowledge management is observed despite the existence of the basics, public in keeping information according to more than one method, But, problem lies through not having Adequate capabilities of workers who are able to communicate knowledge to workers, as a solution problem is not only in preservation, but for .(OS) process, it must be communicated Knowledge to workers.(OS) variable is recorded overall my calculation (3.587) at a good level with a, Standard (0.757) It indicates a lack of dispersion of the sample answers , their affirmation of a good presence, For .(OS) rates within To arrange importance of dimensions variable (OS), coefficient of difference was used by accreditation On arithmetic mean , standard as shown in table (2) as it becomes clear that After (KM) came first in terms dimensions of .(OS), as it was most The sample answers are consistent around this dimension compared to other dimensions.:

Table (2): Ranking of importance based on the coefficient of variation for the dimensions of the organizational success variable

squ	Dimensions of the organizational success variable	Arithmetic mean	standard deviation	Variation coefficient	Variable order
1	Resources	3.495	1.049	30.014	Fifth
2	Organizational Structure	3.622	0.709	19.575	Second
3	Administration	3.554	0.907	25.521	fourth
4	operation	3.590	0.850	23.677	Third
5	knowledge management	3.673	0.670	18.241	First

And to arrange importance of search variables, difference coefficient was used by relying on arithmetic mean And the standard as shown in table (3), as it turns out that (strategic study) came first order terms search, as most ample answers were consistent with this variable, Compared to .(OS) .

Table (3) Ranking of importance based on the coefficient of variation for the research variables

Squ	search variables	Arithmetic mean	standard deviation	Variation coefficient	Variable order
1	strategic physiognomy	3.605	0.771	21.387	Second
2	organizational success	3.587	0.757	21.104	First

Test Hypotheses

Main Hypothesis Test

The first main hypothesis test that (there is a significant effect of study Strategy for. (OS) (analysis will be carried out according linear regression model:

Table (4) shows the following:

$F = 0.518 + 0,851 (X)$ value (F) calculated between (SP) achieved (OS) (544.444) .

It greater than tabular value (F) of (4.03) at the indicative level (0.05) and accordingly Accept the hypothesis which states (there is a significant effect between (SP) in (OS) at indicative level (5 %) i.e. with a degree of confidence (95 %). This indicates Strategic study has active effect on achieving (OS), that is, process of activating Attention to empowering workers , a (DU) of most of the details at work within the ministry , trying to understand the environment , inspiration for future will be a good combination of (SP) that has an impact on (OS). value of corrected identification coefficient (R) of 0.750 is shown to be (SP) (75 %) of variables that occur in (OS) are explained. calculated value (1) of marginal slope factor achieved its value (23.333) . It is greater than the value (1) The tabular amount (1.984) at level of significance (0.05) This indicates moral evidence The marginal inclination coefficient of (SP) variable.

It is clear from value of marginal slope coefficient (3) of (0.851) that increase in Physiognomy The strategy by one unit will increase.(OS) by (85 %) .

The value of the constant (yen) in equation (0.518) has been achieved, meaning when the (SP) Equal to zero. (OS) will not be less than this value.

Table (4) Analysis of the impact of variable physiognomy strategy in organizational success									
dependent variable	Independent variable			(R ²)	Adjusted (R ²)	(F)	(t)	sig	decision
organizational success	strategic physiognomy	(a)	0.518	0.752	0.750	544.444	23.333	0.000	Hypothesis accepted
		(B)	0.851						
tabular (F) value = 3.94 /// tabular (t) value = 1.984 sample size = 182									

Test hypothesis: (There is a significant impact of the empowerment dimension on (OS)) analysis will be carried out according to simple linear regression model, as follows:

Table (5) shows the following: -

value (F) between after empowerment achieved (OS) (214.980). It is bigger Of the tabular value (F) of (4.03) at level of significance (0.05) and accordingly accept The hypothesis which states (there is a significant impact of empowerment dimension on (OS) At indicative level (5 %) i.e. with a confidence score (95 %) . That is, empowerment process has active role And influencing achievement of (OS) that is, Ministry whenever it contributes to process of training workers Increasing their skills and giving them confidence in making some decisions whenever this positively affects me Achieving The value of corrected identification coefficient (R) of 0.542 is shown to be explained after empowerment

(54 %) of occur **(OS)** calculated value (1) of marginal slope factor achieved its value (14.662) . It is greater than value (1) tabular amount (1.984) at level of significance (0.05) This indicates moral evidence marginal slope coefficient for enabling dimension.

It is clear from the value of marginal slope coefficient (3) of (0.726) that increase after empowerment, By one unit it will increase **(OS)** by (73 %) . value of constant (%) is recorded in equation (0,924), meaning when the after empowerment is equal Zero, **(OS)** will not be less than this value.

Table (5) analysis of the effect of empowerment on organizational success								
dependent variable	independent dimension		(R ²)	Adjusted (R ²)	(F)	(t)	sig	decision
organizational success	Empowerment	(a)	0.924	0.544	0.542	214.980	14.662	0.000
		(B)	0.726					
tabular (F) value =3.94 /// tabular (t) value = 1.984 sample size =182								

Sub-Dress Test Hypothesis:

A significant moral effect of dimension of **(DU)** in **(OS)** (analysis will be carried out according to simple linear regression model as follows:

Table (6) shows what comes: -

calculated value (F) was recorded between after (DU) of **(OS)** (253.763), which is Greater tabular value (F) of (4.03) at indicative level (0.05) and accordingly accept hypothesis which states (there is a significant moral effect of the dimension of **(DU)** of **(OS)** (at indicative level (5 %) i.e. with a degree of confidence (95 %). This indicates that for **(DU)** The profound and clear impact on achieving **(OS)**, that is, when the ministry owns The appropriate leaders who have a clear and informed understanding of the nature Research, all its details more this contributes to influencing rates of achieving **(OS)**. value of corrected identification coefficient (R) of 0.583) was shown to be after **(DU)** (58 %) of variables that occur in **(OS)** are explained.

The calculated value (1) for marginal slope factor was (15.930) . It is greater than value (1) The tabular amount (1.984) at level of significance (0.05) This indicates moral evidence Marginal inclination coefficient for **(DU)**.It is evident from value of marginal slope coefficient (3) of (0.706) that increase is after **(DU)** by one unit will increase **(OS)** by (71 %) . value of constant (a) is recorded in equation (1.064), meaning when after **(DU)** it is equal For zero, **(OS)** will not be less than this value.

Table (6) analysis of the effect of after deep understanding on organizational success									
dependent variable	independent dimension		(R ²)	Adjusted (R ²)	(F)	(t)	sig	decision	
organizational success	deep understanding	(a)	1.064	0.585	0.583	253.763	15.930	0.000	Hypothesis accepted
		(B)	0.706						
tabular (F) value = 3.94 /// tabular (t) value = 1.984 Sample size = 182									

Sub-Dress Test

Test hypothesis: (There is a significant impact of dimension of inspiration on (OS) analysis will be carried out according to simple linear regression model as follows:

Table (7) shows what comes:

calculated value (F) was recorded between inspiration dimension in (OS) (834.610) . It is bigger Of tabular value (F) of (4.03) at level of significance (0.05) , accordingly accept hypothesis which states (**there is a significant effect of the dimension of inspiration on organizational success**) At indicative level (5 %) i.e. with a confidence score (95 %). This indicates that inspiration has an active role ,And influencing achievement of (OS), that is, when it has a long-term view , insight into course of things , variables that may affect positively or negatively prepare for it This will have active role in achieving (OS) value of corrected identification coefficient (R2) of 0.822 has been shown to be after Inspiration explains (82 %) of variables occur in (OS) calculated value (1) for marginal slope factor was (28,890) . It is greater than tabular (1) of (1,984) at indicative level (0.05) This indicates evidence Morale coefficient of marginal inclination dimension of inspiration. It evident from value of marginal slope coefficient (3) of (0.769) that the increase after inspiration By one unit it will increase (OS) by (77 %) . constant value (0) was achieved in equation (0.841), meaning when dimension of inspiration is equal For zero, (OS) will not be less value.

Table (7) analysis of the effect of inspiration on organizational success									
dependent variable	independent dimension		(R ²)	Adjusted (R ²)	(F)	(t)	sig	decision	
organizational success	inspiration	(a)	0.841	0.823	0.823	834.610	28.890	0.000	Hypothesis accepted
		(B)	0.769						
Tabular (F) value = 3.94 /// tabular (t) value = 1.984 Sample volume = 82									

CONCLUSIONS RECOMMENDATIONS:

Conclusions

- **Results** showed impact of (SP) on (OS) investment of RERACH, Tourism , practical effects, (SP), has a fundamental role in promoting (OS).
- It turns out that most managers, Tourism, Antiquities have a good insight in estimating Things are understood , that allow them deal with confidence as a result of information they possess, which is done Investing in decision-making process, understanding requirements of workers contributes to achieving the goals of ministry And its goals .
- The results indicated answers, Tourism and Antiquities confirmed a good presence of strategic study Especially empowerment of workers, as well as a good presence of (OS) in the ministry

Recommendations

Interest of officials in Ministry of Culture Tourism , Antiquities strategic study ideas , practice and introduction of concept within curriculum of training courses for advanced cadres in order to be able, Many of them learn about their applied philosophy, as well as what makes feel With environmental , behavioral changes by producing individuals who possess (SP) that enables them to Expect changes in environment , consumer behavior, which in turn gives the ministry a future direction , flexibility in Response and excellence in performance, which leads to enhanced (OS).

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