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ANALYSIS OF FACTORS AFFECTING THE BEHAVIOUR OF THE  
TOURIST CONSUMER IN THE PERFORMANCE OF TOURIST SERVICE  
FOR FIRST CLASS HOTELS IN THE HOLY PROVINCE OF KERBALA

*Ahmed Obeid Oraibi<sup>1\*</sup>, Mohan Shaalan Obais<sup>2</sup>, Mohammed Abd Ali Jasim<sup>3</sup>*

<sup>1\*</sup> Assist Lect., Department of Tourist Sciences, Kerbala University, Kerbala, Iraq.

<sup>2</sup> Assist Lect., Department of Tourist Sciences, Kerbala University, Kerbala, Iraq.

E-mail: Mohan.sh@uokerbala.edu.iq

<sup>3</sup> Assist Lect., Department of Tourist Sciences, Kerbala University, Kerbala, Iraq.

E-mail: Mohammed.abdali@uokerbala.edu.iq

Corresponding Author: <sup>1\*</sup> Ahmed.obeid@uokerbala.edu.iq

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**Abstract**

The paper aims at knowing the behaviour of tourist consumer associated with the tourist sector which includes tourist service in first-class hotels in the holy province of Kerbala and studying psychological purposes and environmental and social factors for tourists. The current study has been achieved in accordance with the descriptive and analytical method where the researchers rely on the distribution of the questionnaire which consists of (50) distributed on a sample of clients arriving at Baron Hotel the Kerbala. In order to prove the research hypothesis, it is expected that there is a significant correlation and effect between the factors influencing the behaviour of the tourist consumer in the performance of tourist service according to the Likert scale. The results validates that hypothesis in the sense that it is found there is a close relationship between the effects of tourist behaviour and the performance of hotel service in general (*agree*). The paper ends up with several conclusions, the most common ones is that the existence of customer satisfaction despite of the lack of E-marketing in the hotel). The most important recommendation is that there is a need to know the wishes, needs and trends of the customer in a way consistent with the city of hotel services by departments and employees in first-class hotels).

## INTRODUCTION

The study of the factors influencing the behavior of the tourist consumer is useful in drawing up a strategy in improving the quality of tourist services provided to the customers by the tourist hotels and achieving the competitive advantage in the speed of the tourist service. Knowing the behaviour of the tourist consumer helps to strengthen the relationship between the customer and the organization. The quality of tourist services is the most important elements of the success of the organization which seeks to meet the needs and desires and improve the mental image of the customer who receives that service.

Hotel companies and organizations should analyze the key components of the perceptions, needs, personal preferences and past experiences of potential or current clients, and to establish the interrelationship between perceived quality of service and the satisfaction of the beneficiary by hotel management.

Human behavior implies a lot of ambiguity necessitated in the analysis of the basic aspects of the behaviour of the tourist consumer as far as in the evaluation of tourist service for first-class hotels, including the study of human behaviour in terms of needs, motivations, trends, tastes and all the different personalities of the tourist customer for the purpose of assisting departments and workers in tourist facilities to explain the behaviour of groups of customs, cultures, traditions, behavioral patterns, reactions and attitudes towards that tourist service in first class hotels, so the problem of research lies in the following questions:

1. What is the level of satisfaction of the research sample for the services provided by the Baron Hotel?
2. Is there a statistically significant relationship between factors affecting the behaviour of the tourist customer and the performance of hotel service?

The significance of study can be summarized as follows:

1. Attention to the requirements of the tourist consumer towards the tourist hotel services for first class hotels.
2. Highlighting the most important behavioural aspects of the tourist consumer.
3. The research contributes in increasing the interest by the tourist hotel administrations to meet the requirements and desires of the tourist consumer.

The current paper aims at:

1. Analyzing the most important aspects in the behaviour of tourist consumer.
2. Identifying the sort of relationship between the factors of tourist consumer behaviour and the quality of hotel tourist services.
3. Highlighting the most important characteristics of the customer's behaviour in determining the tourist service.

## **THEORETICAL FRAMEWORK**

### ***Tourist Behaviour***

All man's words and deeds can be observed directly such as writing, reading, driving, aggression, screaming, drawing and others [1]. Human behavior is defined as all acts and activities of the individual, whether visible or invisible. Others define it as any human activity, whether it is observable and measurable, such as physiological and motor activities, or activities that are unobserved, such as thinking, remembering, obsessive, etc. [2]. Behaviour is a set of behaviours, tendencies, beliefs, ideas, convictions, feelings, and individual perceptions in response to different positive, negative or neutral attitudes to which humans are exposed.

It is the behaviour of a local or foreign tourist as a result of exposure to an internal or external stimulus or both towards tourist services or attractions such as natural resources and tourist effects in the country in the tourist market or tourist areas visited by tourists [3].

Consumer behaviour studies provide marketers in contemporary organizations with many of the implications of a strategy that must be built upon to benefit from them when building the general marketing strategies of their organizations [4]. Identifying of tourist consumer behaviour is associated with the tourist sector involving the purchase and exchange of goods and services and the study of psychological purposes and environmental and social factors for tourists.

### ***Factors affecting Tourist Behaviour***

The study of consumer behaviour by the tourist marketer is related to the type of actions taken by the individual or tourist when responding to situations that may be exposed in his life from making purchase decisions towards a particular commodity or service for the purpose of satisfying his desires, tastes and physiological needs and the extent of entrenched in the personality of the tourist.

On the other hand, examining of consumer behaviour by marketing managers include the evaluation of tourists after using goods and services of different types, and the answer to questions how to make a purchase and how to make a purchase decision and preference for the type of brand and assessing the degree of satisfaction of the consumer or tourist. Here, one should point to tourist marketers in the field of tourism so as to be aware of the economic, social, cultural, political and psychological factors that influence the behavioural patterns of the tourist or the consumer. Among the factors that affect tourist behaviour are the follows:

1. *Marketing stimuli*: which are represented by (tourism product, price, distribution, advertising, service) [5].
2. *Cultural influences*: which include (values, customs, traditions, customs and values, beliefs, ideas) [6]
3. *Psychological effects*: including (motivations, desires, needs, cognition, response, learning, personality) [7].

4. *Economic influences*: they contain (income rate, price level, savings rates, credit size) [8]
5. *Social influences*: include (social group, family, group of friends, social class) [9].
6. *Technological effects*: imply (Internet, electronic booking, electronic marketing) [10].

### ***Elements of Behaviour***

Human behaviour consists of a set of different variables and internal and external elements which are as follows:

1. Internal elements that include (anxiety - fear - sadness - anger - anxiety - shame - attention) [11].
2. External elements which imply (marketing means - positivist effects - facial expressions - tone of voice) [12].

### ***Tourist Service***

The emergence of tourism is coincided with the emergence of man on the earth which is simple and primitive in appearance, causes, objectives and means. Regardless of its content, tourism can be defines as:

- A. The word *tourism* comes from in the Holy Qur'an, "*Go ye, then, for four months, backwards and forwards, [as ye will], throughout the land, but know ye that ye cannot frustrate Allah [by your falsehood].*" This verse focuses on travelling from one place to another for a specified period.
- B. Linguistically, *tourism*, means travelling from one country to another for the purpose of rest and hiking and the eagerness for acquaintance [13]. This definition refers to the type of travel or purpose for which to travel or tourism.
- C. *Tourism* in language means travel, i.e., travel from one place to another, if travel from one city to another within the borders of the State will be internal tourism, and if it is from one country to another, it is international one [14].
- D. In English, *tourism* is a collection of business and jobs that serve tourists and contribute to the provision of accommodation, transportation and recreational sites for all tourists [15].
- E. *Tourism*, in the Arabic, has a number of meanings, including walking in the ground (a land in the ground) [16].

The researchers believe that tourism "is the activities and services provided to people or travelers for recreational, commercial, social or cultural purposes and to satisfy the different needs, desires and motives for the tourists' satisfaction at the local or international level."

### ***Characteristics of Tourist Service***

Tourist services are characterized by many distinctive features in different fields as shown by researches and studies where this service is unique with many characteristics, including the following:

- a. *Intangibility*: a service that cannot be seen, touched, sensed, heard or smelled [17].
- b. *Non-ownership of the service*: The consumer has the right to use the service for a certain period without owning it (such as a room in a hotel, a seat in a plane or a train) [18].
- c. *Reciprocity*: means the degree of interdependence between the service itself and the person who provides it [19].
- d. *Heterogeneity*: tourist service is closely related to the person of the service provider. It varies greatly in accordance with the nature of the service provider and his physical and psychological conditions at the time of the service [20].
- e. *Inventory*: the service cannot be stored; for example, the empty seat in an aircraft on a particular flight cannot be stored for an upcoming flight [21].
- f. *Fading away of the service*: The service is an intangible entity, so it cannot be stored until the demand for it occurs or transferred from one place to another [22].

### ***Components of the Tourist Destination***

The components of tourist destination that the tourist intends to visit should include the following: [23]

1. Tourist attractions (acceptable temperate).
2. Historical or cultural factors.
3. Shopping areas.
4. Accommodation and residence.

There are also other components of the tourist destination which are as follows:

- a. Public healthcare facilities.
- b. Tour guide.

### ***Challenges Facing Hotel Services***

Hotel services and resorts face difficult challenges in strategic planning of managing those services, including the following: [24]

1. Hotel management is not known by the general public.
2. Marketing is defined in strategic planning, and employees should have the highest level of skills and experience.
3. Hotel managers do not have adequate training in the field of strategic planning for the hotel industry.
4. Hotel companies lose their position in the market as a result of non-response to the changing environment.

### **Hypothesis Development**

It is hypothesized that there is a significant correlation and effect between the factors affecting the behaviour of the tourist consumer in the performance of

tourism service. This represents the major hypothesis. As a result of this main one, The study includes sub-hypotheses which have been emerged from the first one and they are as follows:

1. There is a significant relationship between marketing influences in tourist consumer behaviour and the performance of hotel services provided in the Baron Hotel.
2. There is a significant relationship between cultural influences in the behaviour of tourist consumer and hotel services.
3. There is a significant relationship between psychological influences in the behaviour of tourist consumer and tourist services hotel.
4. There is a significant relationship between the economic influences in the behaviour of tourist consumer and tourist services hotel.
5. There is a significant relationship between the social influences in the behaviour of tourist consumer and tourist services hotel.
6. There is a significant relationship between technological influences in the behaviour of tourist consumer and tourist services hotel.

## **METHODOLOGY**

The following approaches will be adopted the following:

1. Descriptive approach: Through references and sources, the research is based on books, scientific research, magazines, articles, research and websites and using the questionnaire to obtain the data required.
2. Method of case study: through studying the behavior of tourist consumer in the performance of tourism service in Baron Hotel in Kerbala.
3. The Practical approach: The researchers adopt the questionnaire which is distributed to a sample of customers coming to the Baron Tourist Hotel in the holy province of Kerbala. The questionnaire is divided into two main sections. The first section focuses on the identification information. The second one includes (29) items which are specialized questions. Likert Scale ((agree, strongly agree, do not agreed, strongly do not agree, neutral) has been used to answer the questions.

Spatial boundaries of the papers are a sample of first class hotels such as Rotana Hotel and Baron Hotel in Kerbala. Precisely, This paper is limited to the Baron Hotel in the city of Kerbala.

A set of statistical tools have been used in the analysis of the questionnaire which are as follows:

(Arithmetic mean - standard deviation - correlation coefficient Pearson - statistical program spss).

## **FINDINGS**

This section includes the following axes:

**Characteristics of the Individual Sample Research**

The researchers distribute 50 questionnaires which include a sample of some costumers and tourists in Al-Baron Hotel in Kerbala. All the distributed forms are retrieved and after reviewing and checking the forms, it is found valid for statistical analysis. For analysis. The following tables describe the characteristics of the study sample:

Table (1) shows that the questionnaires that have been retrieved include (29) males and their percentage is 58%, noting that the number of males is greater than the females, which indicates the importance of this sex and its impact in the sample population. And that the highest proportion of the age of the sample is from the share of ages of (30-40) years of 66% and it is ranked second among age groups, as well as the educational attainment is the share of master class by 32%.

**Table 1.** Shows a descriptive analysis of the demographic factors of the sample

Gender	Number	Percentage
Male	29	58%
Female	21	42%
Total	50	100%
Age	Number	Percentage
Less than 30	7	14%
30-40	33	66%
40-50	10	10%
Total	50	100%
Academic achievement	Number	Percentage
PHD	9	18%
Master	16	32%
Bachelor	15	30%
Diploma	10	20%
Total	50	100%

**Assessing Questionnaire Validity and Reliability**

**Table 2.** Cronbach’s Alpha coefficient to measure the reliability and reliability of the axes resolution

Axes	Number of Axis Questions	Axis stability
Marketing Effects	5	0,728
Cultural influences	5	0,847
Psychological effects	7	0,717
Economic Effects	4	0,793
Social influences	4	0,703
Technological influences	4	0,758
Total	29	0,922

To demonstrate the validity and reliability of the study tool, the researchers use the Cronbach's Alpha formula so as to ensure the reliability and validity of the study instrument (questionnaire) on an experimental sample of (50) whom have been excluded from the total sample. Table (2) shows the validity of the questionnaire.

It is clear from the table above that the coefficient of validity and consistency of the general questionnaire of the study axes is high (0.922) for the total questionnaire paragraphs of (29) and may also vary the stability of the questionnaires between (0.847) a maximum and (0.717) a minimum. This indicates that the questionnaire can be relied upon for its high degree of stability according to the Nanli scale, which adopted (0.70) as the minimum stability [25].

### *The Validity of the Items of the Questionnaire*

The validity of the items of the axes of the questionnaire is verified by calculating the Pearson coefficient between the scores of each of the six axes using the statistical program SPSS). The results of the table 3 show all the Pearson correlation coefficients between the axis paragraphs as well as the overall score of the axis statistically significant at the level of significance (0.01 and 0.05). For the first axis the minimum correlation coefficients is (0.325) while the upper limit is (0.889). It is concluded that all paragraphs of the first axis has an internal correlation with the axis to which it belongs and also indicates the validity and stability of the paragraphs of the axis mentioned above.

For the second axis, the minimum correlation coefficients is (0.538), while the upper limit (0.869). It is found that all paragraphs of the first axis has an internal link with the axis to which it belongs and also indicates the validity and stability of the paragraphs of the axis mentioned above.

For the third axis, the minimum correlation coefficients is (0.357), while the upper limit is (0.749). It is noted that all paragraphs of the third axis has an internal link with the axis to which it belongs and also indicates the validity and stability of the paragraphs of the axis mentioned above. For the fourth axis, the minimum correlation coefficients is (0.636), while the upper limit is (0.749). It is concluded that all paragraphs of the fourth axis has an internal link with the axis to which it belongs and also indicates the validity and stability of the paragraphs of the axis mentioned above.

For the fifth axis, the minimum correlation coefficients is (0.423), while the upper limit is (0.888). It is inferred that all paragraphs of the fifth axis has an internal link with the axis to which it belongs and also indicates the validity and stability of the paragraphs of the axis mentioned above. For the sixth axis, the minimum correlation coefficients is (0.521) in contrast with the upper limit which is (0.916). It is concluded that all paragraphs of the sixth axis with an internal correlation with the axis to which it belongs and also indicates the validity and stability of the paragraphs of the axis mentioned above.



**Table 3.** Correlation coefficients between each grade of each paragraph and the degree of the axis

<i>Axes</i>	<i>Items of Axes</i>	<i>Correlation coefficient</i>	<i>Function value</i>
First axis (marketing effects)	1	0,325*	0,021
	2	0,329**	0,005
	3	0,806**	0,000
	4	0,814**	0,000
	5	0,896**	0,000
Second axis (cultural influences)	1	0,538**	0,000
	2	0,860**	0,000
	3	0,851**	0,000
	4	0,820**	0,000
	5	0,869**	0,000
Third axis (psychological effects)	1	0,417**	0,003
	2	0,357*	0,011
	3	0,749**	0,000
	4	0,609**	0,000
	5	0,557**	0,000
	6	0,749**	0,000
	7	0,477**	0,000
Fourth axis (economic effects)	1	0,636**	0,000
	2	0,875**	0,000
	3	0,822**	0,000
	4	0,790**	0,000
Fifth axis (social effects)	1	0,423**	0,002
	2	0,750**	0,000
	3	0,815**	0,000
	4	0,888**	0,000
Sixth axis (technological influences)	1	0,916**	0,000
	2	0,608**	0,000
	3	0,916**	0,000
	4	0,521**	0,000

\* Correlation is significant at the 0.05 level (2-tailed).

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

Through the results of the stability of paragraphs of the axes classified in the above tables, it has been explained the stability of the study tool (questionnaire) to a high degree, which enables researchers to apply to the study sample.

***Weighted Average and Standard Deviations of the Axes and Research Variables***

The above table will be relied on to use the weighted average of Al-Baron Hotel guests 'responses to questionnaires using five-level Likert scale since the responses are five options for determining the orientation of respondents' opinions.

**Table 4.** Estimated balance according to the five-level Likert scale showing the conversion to periods

Response	arithmetic media	Time Spend	Level
.Strongly disagree	1-1,79	0,79	Low
.Disagree	1,80-2,59	0,79	
.Neither agree nor disagree	2,60-3,39	0,79	Medium
Agree	3,40-4,19	0,79	High
Strongly agree	4,20-5,00	0,80	

**Weighted Average and Standard Deviations of the Axes and Research Variables**

It is clear from the bellow table the guests' responses of the statements that constitute the first axis "*marketing effects*" resembles in the values of its averages, where the first position occupied by paragraphs that read as follows (prices of services provided in the hotel acceptable) (The activity of the tourist product in the hotel is a diversified activity as desired The customer (consumer) has an arithmetic mean (4.3, 4.12) and a standard deviation (0.799, 0.678) that corresponds to the trend of "agree, Strongly Agree" in the balance to the Likert scale as shown in table (5).

Table (5) displays the weighted average of the first axis (*marketing effects*) which is (3.98) and standard deviation (1.12) that corresponds to a high level as shown in table (10). It is concluded that *marketing effects* of Al- Baron Hotel is considered to be of a high standard according to the guests' responses of the statements of the above axis, which verifies the first sub-hypothesis.

**Table 5.** Shows the weighted averages and the standard deviations of the guests' responses of al- Baron Hotel on the phrases that constitute the first axis "*marketing effects*"

the first axis marketing influences	scale	Strongly agree	Agree	Neutral	do not agree Strongly	do not agree	arithmetic media	the standard deviation	result
The activity of the tourist product in the hotel is varied according to customer' desire.	Frequency	21	23	6	0	0	4,3	0,678	Strongly agree
	Percentage	42,0	0.46	0.12	0	0			
The prices of the services provided at the hotel are acceptable.	Frequency	17	24	7	0	2	4,12	0,799	Agree
	Percentage	34.0	48,0	14,0	0	4,0			
The distribution of services provided in the hotel is well.	Frequency	16	20	5	3	5	3,28	1,206	Agree
	Percentage	32.0	40,0	10,0	6,0	10,0			
The hotel features advertisements are attractive.	Frequency	25	13	2	4	6	3,98	1,332	Agree
	Percentage	50.0	26,0	4,0	8,0	12,0			
The services provided at the hotel are very professional.	Frequency	17	18	3	6	6	3,68	1,377	Agree
	Percentage	34.0	36,0	6,0	12,0	12,0			
The result of the first axis <i>marketing influences</i>							3,98	1,12	Agree

As shown in Table (6), the weighted average weight of the second axis (*cultural influences*) is (4.05) with a standard deviation (1.21) which corresponds to a high level as shown in table (6). It is inferred that Al-Baron hotel is considered to be of a high standard according to the guests' responses of the statements of the axis above and this validates the second sub-hypothesis which states (*there is a significant relationship between cultural influences in the behaviour of tourist consumer and hotel services*).

**Table 6.** Shows the weighted averages and the standard deviations of the guests' responses in Al- Baron Hotel on the phrases forming the second axis "*cultural influences*"

the second axis cultural influences	scale	Strongly agree	Agree	Neutral	do not agree Strongly	do not agree	arithmetic media	the standard deviation	result
The hotel staff is represented by human values	Frequency	29	14	2	0	5	4,34	0,95	Strongly agree
	Percentage	58,0	28,0	4,0	0	10,0			
To some extent, the hotel is restricted certain traditions	Frequency	23	14	9	1	3	4,1	1,02	Agree
	Percentage	46,0	28,0	18,0	6,0	2,0			
Respect habits are inherited by the general staff of the hotel.	Frequency	27	13	5	0	5	4,14	1,23	Agree
	Percentage	54,0	26,0	10,0	0	10,0			
The most important beliefs of the hotel staff is customer's satisfaction	Frequency	25	13	2	4	6	3,98	1,32	Agree
	Percentage	50,0	26,0	4,0	8,0	12,0			
The hotel chiefs' ideas are renewed with what is already available and possibilities to achieve them	Frequency	17	18	3	6	6	3,68	1,36	Agree
	Percentage	34,0	36,0	6,0	12,0	12,0			
The result of the second axis cultural influences							4,05	1,21	Agree

It is clear from the bellow table the guests' responses of the phrases forming the third axis "*psychological effects*" approximate in the values of the averages, where the first position occupied by paragraphs that read (*motives of the hotel multiple distinguished distinguish hotel services*) (*the hotel is aware and distinguished by the hotel services*), with a mean of (4.24, 4.12) and a standard deviation (0.27, 1.03) which corresponds to the trend "*agree, strongly agree*" in the balance to the Likert scale as shown in Table (7).

As shown in Table (7), the weighted average of the third axis (psychotropic) reaches a value of (3.79) and a standard deviation (1.79), which corresponds to a high level as shown in table (7). It is noted that the psychological effects of

A1- Baron Hotel is to be of a high standard according to the responses of the guests to the statements of the above axis and this supports the proof of the third hypothesis which says *(there is a significant significance between the psychological influences in the behaviour of the tourist consumer and hotel tourist services)*.

**Table 7.** Displays the weighted averages and the standard deviations of the guests' responses in the Baron Hotel on the phrases forming the third axis "*psychological effects*"

the third axis psychological effects	scale	Strongly agree	Agree	Neutral	do not agree Strongly	do not agree	arithmetic media	the standard deviation	result
The motives of the hotel are several, most notably the excellence of its hotel services	Frequency	26	14	7	1	2	4,24	0,27	Strongly agree
	Percentage	52,0	28,0	14,0	2,0	4,0			
Availability of unlimited desires in the hotel to attract the customer	Frequency	11	26	5	1	7	3,78	1,01	Agree
	Percentage	22,0	52,0	14,0	2,0	14,0			
The ability of the hotel to generate the need for its hotel services customer's orientation	Frequency	21	14	6	6	3	3,88	1,24	Agree
	Percentage	42,0	28,0	12,0	12,0	6,0			
The awareness distinguished by what hotel offers of certain services	Frequency	23	17	3	0	7	4,12	1,03	Agree
	Percentage	46,0	34,0	6,0	0	14,0			
Quick and accurate response to customer is one of features of the hotel	Frequency	27	9	1	8	5	3,84	1,54	Agree
	Percentage	54,0	18,0	2,0	16,0	10,0			
The hotel has the advantage of accepting and learning from the customer including what is recommended by customer so as to achieve satisfaction	Frequency	25	13	4	5	3	4,04	1,32	Agree
	Percentage	50,0	26,0	8,0	10,0	6,0			
Hotel service providers are personalized by distinctive and popular with the customer	Frequency	16	16	15	1	2	3,88	0,97	Agree
	Percentage	32,0	32,0	30,0	2,0	4,0			
The result of the third axis psychological effects							3,79	1,17	Agree

As shown in table (8), the weighted average of the third axis (*economic influences*) is (3.98) and standard deviation (1.32) which corresponds to a high level as shown in table (8). Economic influences of Al-Baron is to be of a high standard based on guest's responses to the above axis statements.

This is verifies the fourth hypothesis (*there is a significant relationship between economic influences in the behaviour of tourist consumer and hotel tourist services*).

**Table 8.** Shows the weighted averages and the standard deviations of the guests' responses in Al- Baron Hotel on the phrases forming the fourth axis "*economic influences*"

the fourth axis economic influences	scale	Strongly agree	Agree	Neutral	do not agree Strongly	do not agree	arithmetic media	the standard deviation	result
The hotel's clients are varied in terms of their rates	Frequency	17	20	6	7	0	3,8	1,3	Agree
	Percentage	34,0	40,0	12,0	14,0	0			
Price level overpriced for hotel services	Frequency	29	11	2	7	1	4,08	1,4	Agree
	Percentage	58,0	22,0	4,0	14,0	2,0			
Savings rates for hotel customers are relatively low	Frequency	34	5	2	4	5	4,2	1,34	Strongly agree
	Percentage	68,0	10,0	4,0	8,0	10,0			
The size of the credit of the hote' is limited to its customers who are permanent	Frequency	19	15	7	2	7	3,84	1,19	Agree
	Percentage	38,0	30,0	14,0	4,0	14,0			
The result of the fourth axis economic influences							3,98	1,32	Agree

The bellow table explains the guests' responses of the fifth axis "*social influences*", which approximate the values of their averages, with an arithmetic mean (4.06, 3.96) and a standard deviation (0.88, 0.96) which corresponds to the "*agree*" trend in the Likert scale as shown in table (9). As shown in table (9), the weighted average of the third axis (*social influences*) is (3.81) and standard deviation (1.08), which corresponds to a high level as shown in table (9). Social influences of Al-Baron is be of a high standard based on guest's responses to the above axis statements.

This validates the fifth hypothesis which says (*there is a significant relationship between the social influences in tourist consumer behaviour and hotel tourist services*).

**Table 9.** Shows the weighted averages and the standard deviations of the guests' responses in Al- Baron Hotel on the phrases forming "The fifth axis" social influences"

The fifth axis social influences	scale	Strongly agree	Agree	Neutral	do not agree Strongly	do not agree	arithmetic media	the standard deviation	result
The social group is influential in the rates of sale of hotel services in the hotel	Frequency	17	22	9	1	1	4,06	0,88	Agree
	Percentage	34,0	0.034	0.081	2,0	2,0			
The family has an influence in the decision to buy tourist product	Frequency	15	23	9	2	1	3,96	0,96	Agree
	Percentage	30.0	46,0	18,0	4,0	2,0			
The group of friends is influential in attracting customer	Frequency	9	24	10	0	7	3,7	0,92	agree
	Percentage	18.0	48,0	20,0	0	14,0			
The social class of the hotel staff is impressive for the customer	Frequency	16	15	3	5	11	3,52	1,39	Agree
	Percentage	32.0	30,0	6,0	10,0	22,0			
The result of the fifth axis social influences							3,81	1,08	Agree

Depending on the forgoing discussion, it can be inferred that the weighted averages and standard deviations of the axes and research variables are the presence of a high level of customer's satisfaction for the services provided by Al- Baron Hotel. Just it is noted the customer lacks e-marketing service in the hotel. This verifies the sub-hypothesis which states (*there is a significant relationship between technological influences in tourist consumer behaviour and hotel tourism services*).

**Table 10.** Weighted averages and standard deviations of the responses of the guests in Al- Baron Hotel on the phrases forming the sixth axis "technology influences"

The Sixth axis technology influences	scale	Strongly agree	Agree	Neutral	do not agree Strongly	do not agree	arithmetic media	the standard deviation	result
Internet service is provided at the hotel	Frequency	19	15	7	2	7	3,84	1,19	Agree
	Percentage	0.083	30,0	14,0	4,0	14,0			
Online booking is available continuously by the hotel management	Frequency	21	25	2	0	2	4,3	0,73	Strongly Agree
	Percentage	42.0	50,0	4,0	0	4,0			
E-marketing service is not available at the hotel	Frequency	19	15	7	2	7	3,48	1,19	agree
	Percentage	38.0	30,0	14,0	4,0	14,0			
Contribution of social networking programs in the spreading of programs and events of the hotel	Frequency	28	19	1	0	2	4,46	0,73	Agree
	Percentage	56.0	38,0	2,0	0	4,0			
The result of the sixth axis technology influences							4,11	1,02	Agree

## CONCLUSION

Relying on the above analysis, the majority of the arithmetic averages are higher than the hypothetical mean that equals (3), which corresponds to a neutral score in the Likert scale. In performing tourist service."

- **Source:** researchers' formulation depending on the results of the electronic calculator.

The paper sums up with the following:

1. The behaviour of tourist consumers is influenced by different factors and marketing, cultural, psychological, economic, social and technological factors towards tourist service.
2. There is a statistically significant correlation between the factors affecting the behaviour of tourist consumer and the performance of tourist service in first class hotels in Kerbala.
3. The results show that the level of prices of tourist hotel services is high for the tourist customer.
4. It is difficult to deal with the behaviour of consumer behaviour in most of the time, especially in satisfying his desires about the hotel service.
5. Tourism marketing is defined in strategic planning and is considered one of the challenges facing hotel services.

It is recommended to increase the interest of hotel management in the importance of external and internal factors for tourist consumer behaviour. It is suggested to have continuous contact with the tourist customer to determine the level of satisfaction towards the performance of hotel service. Using of modern technology and activate it properly in electronic marketing services in the hotel are other proposed suggestions. Improving the quality of hotel tourist services because they are one of the most important stimuli affecting the behaviour of tourist consumers. It is also recommended to analyze the taste of the tourist consumer in the quality of tourist service provided to him in hotels first class.

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