The Impact of Building Core Capabilities in Development of Job Performance
(An Applied Study on the Iraqi Tourism Authority)

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Received February 12, 2021; Accepted June 07, 2021
ISSN: 1735-188X
DOI: 10.14704/WEB/V18SI03/WEB18102

Abstract

The researchers aim through the current research through their investigations to verify the relationship and impact of the core capabilities as an independent variable in the development of functional performance as a responsive variable, in the tourism authority of the city of Baghdad, and to try to come up with a set of recommendations that contribute to the promotion of the practice and adoption of the two variables in the body under study, and based on the importance of the subject to the research community and its fundamental impact in their activities and services, has been based on the descriptive analytical approach in the completion of this research, including the research community (from the Director General and his assistants and heads of state). Departments, department heads and people's officials in the Tourism Authority) where the researchers distributed (119) the identification of the research community, and provided them with interviews and field observations as tools to strengthen them. the research adopted the program (Spss V.25, Amos V.25) with the adoption of descriptive and inference statistics methods (linear testing, natural distribution test, emphasis analysis, structural model, computational medium, percentages, The standard deviation, relative importance, the coefficient of variation, the Pearson correlation coefficient, the simple regression coefficient, the track analysis, and the Sobel test) concluded to test its hypotheses, and the study concluded to highlight its conclusions that showed the validity of the hypotheses represented by the direct impact of the intrinsic capabilities in the development of functional performance.

Keywords

Core Capabilities, Functionality.
Introduction

The success of tourism organizations' departments in developing functional it is linked to the extent to which they possess the core capabilities of technology, customers and organizational capabilities, and the integration of these capabilities will allow them to outperform their competitors as a result of the concomitant impact of these capabilities.

In light of this, the objective of the research in upgrading the capacity of organizations working in the tourism sector focuses on developing complementary steps between the core capabilities it possesses in order to contribute to the development of its functional performance, and to achieve the objectives of research and contain specific questions, built a hypothetical research blueprint, containing the variables related to the subject and formulated on the basis of two main assumptions on the basis of finding effective solutions to its problem revolving around the extent of (the core capabilities in the development of functional performance), and the resolution was adopted as a tool for collecting the lead data related to the aspect. The application, which took place at the Tourism Authority in Baghdad.

In order to cover the above, the structure of the research consisted of four investigations, the first research specialized in the theoretical framework of the core capabilities, while the second research specialized in the intellectual framework of functional performance, the third research in which the researcher addressed the practical aspect of the research entitled (analysis and diagnosis of study variables, and testing the hypotheses of the study according to methods of descriptive and inference statistics) while the fourth topic dealt with the most important conclusions and recommendations reached by the researchers.

Research Methodology

The Problem of Research

The practical problem of research was embodied through the possibility of measuring the impact of the dimensions of the core capabilities in the development of the functionality of human resources working in the Tourism Authority magnifies the direct relationship with the measurement of the level of availability in the Authority, as well as the field experience and interviews conducted by the researchers before the distribution of the questionnaire, led to the diagnosis of the researchers to find out the weakness of knowledge and interest in roles, which, if any, they practice with their limited framework as a result of the weakness and objectives of each of the variables of the research variable.
In the light of the foregoing, the problem of research can be addressed by answering the main question of the study (is the impact of the tourism authority's core capabilities in the development of functionality increase), hence several questions that can be formulated as follows:

1. What are the philosophical and conceptual fundamental foundations of topics (core abilities, functionality) and their variables?
2. What is the level of availability of core capabilities, job development, in the Tourism Authority, as well as any of its more applied, practicing and interesting dimensions?
3. What is the correlation between core capabilities and job development, and what dimensions of core capabilities are related to job performance development?
4. Do the core capabilities affect the development of human resources functioning in the Tourism Authority, and what are the dimensions of the most influential in the development of functionality?

The Importance of Research

The current research derives its importance through its main variables (core capabilities, development of functional performance) which play a role that is sometimes essential in ensuring the success of tourism and hotel organizations, it is expected from this research that it will achieve importance in the scientific and practical aspect of my agencies:

a. Shed light on the degree to which the research community (Tourism Authority) has the necessary capabilities to develop job performance.

b. The development of functional performance contributes to achieving outcomes that satisfy the beneficiary parties, and its effectiveness is a criterion that reflects the success of the Tourism Authority in achieving the goals to be the result of the operations conducted within the Authority.

c. The importance of the variables studied as the research focused on two variables (core capabilities and the development of functionality) which is a new fluidity and good in terms of its evidence and the absence of a study according to the scientists to prove this trend in the Tourism Authority.

d. Take advantage of the applied effects in directing added value to the tourism authority to study scientifically properly and away from randomness.

e. This research addresses real and actual problems that require specific solutions.

The Objectives of the Research

We seek through this research to achieve the following objectives:
1. Developing a theoretical basis on which to base subsequent studies may contribute to reducing the relative scarcity of studies in the field of importance and role of research variables.

2. Give priority to the dimensions of each of the research variables and the level of interest of hotels in these dimensions by determining the level of availability and the degree of their practices.

3. The research contributes to the knowledge of other relevant experiences and how to adapt them to the reality of the Iraqi Tourism Authority by testing and developing the international standards used or by designing new standards and by completing the process of analysis and study and adapting the variables to harmonize with the reality and nature of the environment of the Commission.

4. To clarify the quality of the relationship between the core capabilities and the development of the functional functioning of the research community.

Research Hypotheses

The basic research hypotheses are formulated in the light of their objectives and in accordance with the theoretical revisions of their independent and dependent variables, which will be subject to testing, analysis and statistical treatment and then will prove correct or not, each guess reached by the researcher temporarily is a hypothesis, and based on the problem of research, the main research hypotheses and sub-agencies were formulated:

1. The first main hypothesis: there is a correlation between the fundamental capabilities in general (and their sub-dimensions) with the functioning.

2. The second main hypothesis: there is a positive effect of a moral significance for the overall core capabilities (and their sub-dimensions) in functional performance.

The Study Population

The research community shall be from the Director General and his assistants, heads of departments, heads of departments and people officials in the Tourism Authority, who number (119) are responsive and have been selected by the researchers because of their key role in the research variables, as the researchers found that these individuals work under the variables and their dimensions without realizing their meaning and administrative concept, so their response was high and their contribution positively, as well as their experience and their functional and administrative positions and their active participation in all strategic and administrative decisions of the Authority.
Research Methodology

The research approach represents a reflection of the researcher's ideas, as a result of his awareness of the problem and his attempt to find solutions to it, as well as a design through which to draw up plans to collect information that makes the study appear in a simplified and interrelated way, as the current research relied on the descriptive analytical approach, to study the current conditions of hotels Excellent and first degree, in terms of the variables researched, their forms, their relationships, and the factors affecting them, through monitoring, follow-up, investigation and codification in a quantitative and qualitative way to know the phenomenon in terms of content and content, and to reach results and generalizations that help in understanding the reality.

Theoretical Framework of Core Capabilities

The Concept of Intrinsic Capabilities

The concept of core capabilities has multiple meanings in different areas, in linguistic terms the word "Competencies" is mentioned in the Webster dictionary in the sense of competence to do something, or to possess certain potential in a particular area, while the meaning of the word "Core" is that central or central part (the basis) of a particular subject (Merriam-Websters, 1984). This term has been accompanied by cases of ambiguity and overlap (Russell, Roberta S. & Taylor, 2000), has referred to the core capabilities that achieve sustainable competitive advantages, which evolve over time through experience, knowledge, and are difficult to imitate and emulate, and (Hitt, et al. 2003) is known as the materials and capabilities of the organization that serve as a source of strength and competitive advantage for the organization, which is the center of which is superior to all competitors.

He explained (Mohsen and Najjar, 2005) that the core capabilities are a set of skills and technology that enables the organization to provide benefits to customers that distinguish the organization from other competitors, but (krajewski, et al 2010) stressed that it is the unique resources and forces that the organization takes into account in formulating its strategy.

(Lin, et al, 2012) noted that the core capabilities are a mixture of capabilities and cumulative knowledge such as technologies, management, expertise and other knowledge that are important for the organization to gain the advantage of competitiveness against competitors. (Cegli'uski, 2016) defined the core capabilities as intangible strategic resources, including dynamic capabilities, that determine the process of preparing core
competencies, according to resource-based theory, and may become a source of competitive advantage that is highly valuable, rare, uncounterfeit, and has no strategic equations.

**Importance of the Intrinsic Capabilities**

The importance of the core capabilities of tourism organizations is that they provide the global capabilities for the emergence of the organization at the required level and maintain its competitive positions and achieve the goals it sets now and in the future.

(Laudon & Laudon) has made it clear that the core capabilities make the organization a cross-border organization, a global organization, or a global organization, which increases the organization's material returns better than its business is limited to local markets, so consider the importance of the core capabilities to lie: (Laudon & Laudon, 2015).

1. It is one of the most important indicators of the organization's ability to outperform all competitors through performance and one of the most important sources to build competitive advantage.
2. It is a feature of the organization by entering potential markets.
3. The organization's ability to respond quickly and immediately to changes in the environment is carried out through its core capabilities.
4. The organization's adoption of intellectual activities, competition and the preservation of its best market position is embodied in the organization's adoption.
5. The importance of the core capabilities shows the organization with the constant construction of learning and its ability to adopt an open system obtained through the extraction of modern ideas, in addition to providing the departments with a clear future vision about the capabilities of the individuals working in them, and attention to the knowledge they have carried and which they cannot express.

**Dimensions of Core Capabilities**

The (Al-Hamri, 2014) scale was based on its adoption as dimensions of the core capabilities of the current study, and accordingly the dimensions of the core capabilities are divided into the following:

1. **Participate in the Vision**

   It is a common form of action developed by the organization and in which the attention of the means and objectives is carried out comprehensively, so that the vision of the
organization is transferred to the mind, conscience and conscience of those working to implement its mission, at different levels of implementation and management, and here does not divide the strategic objectives, but divides the roles and tools of reaching to achieve those goals, while releasing and giving freedoms to all individuals working in the organization to work freely, for the purpose of reaching the ultimate goal, which is to develop and develop human resources and enable them in a real way. By linking their strategic thinking to the common organization's vision, organizations can keep up with changes in the external environment (George, 1997). Participating in the vision transforms all those who work into partners who know each other's current and future business strategy, each of whom has an active role in expressing his personal opinions, accepting the views of others and criticizing them (Eigeles, 2003).

(Huffman, 2003) the lack of participation in the vision is one of the important reasons for the failure of the ambitious goals of the organizations, pointing out the opinion of (DuFour & Eaker, 1998) that the clear vision provides an insight into how people work to achieve common goals, the creation of participation in the vision depends on the level of commitment to achieve the expectations set by the organization. (Reyes et al, 2020) noted the importance of creating vision sharing in youth-led organizations to pursue a more sustainable future, educating them about the current state of the environment, sustainability and sustainable development goals (SDGs), and inviting them to work in contributing to the world's most pressing environmental issues, as sharing the vision creates a work environment with a positive climate, which is not only an option for the future, but has become a vital necessity to see this future.

2. Organizational Learning

(Jennex & Croasdell, 2005) has indicated that organizational learning is to receive or receive knowledge from the teacher or expert person, and that it is a deliberate effort to increase the individual's knowledge and abilities and change his or her behavior, as well as the process of developing common meanings and interpretations of the knowledge management process to promote future activities. (Gilaninia et al, 2013) explained that the purpose of learning is the tendency of organizations to act in a participatory manner to use learning opportunities as well as to determine the extent to which organizations can learn.

In the same vein, (Al-adaileh, 2020) Organizational Learning is an open system supported and controlled by the organizational strategy, building and implemented in order to respond interactively and proactively to environmental changes and deal with these changes, the organization must have an extraordinary set of interconnected systems and
processes, through which dynamics and individual interactions and learning become the distinctive competence of an organization that can be positioned in the future and maintain its competitive advantage.

Between (Banasiewicz, 2020) the ultimate goal of organizational learning is to enhance the informatics effectiveness of management decision-making in organizations. The organizational learning strategy improves processes, solves problems, gains acceptance from participants, creates skills to engage others and maintain knowledge.

3. Service Development

The importance of developing the tourism service is demonstrated by its degree of relevance and relevance to the long-term strategic objectives of the tourism organization, so the development should take place within the framework of a comprehensive plan that includes the basis and criteria for the control of its operations and performance (Thompson, 1994).

(Al-Allaq and Al-Taie) indicate that the coordinated group in commercial activities, and the activities of services that provide care to tourists, extend the duration of the stay for the tourist and increase tourist spending, thereby increasing the income of all sectors in the region and when this happens, results in an increase in the return on investment in the region and supports tourism development efforts (Al-Allaq, Al-Taie, 1996).

Therefore, (Mayer) emphasizes the need to achieve the full satisfaction of the customer or the tourist, stressing as well as the economic aspect that can be achieved by the results of the success of the service, where he defined the tourism service as "intangible products that are dealt with in tourist markets mainly aimed at satisfying the needs and desires of the tourist and contribute to the provision of a part of comfort, reassurance and care as well as achieve a kind of economic stability, whether at the individual level or at the level of society" (Mayer, 2002).

Therefore, the concept of tourism service is one of the basic concepts addressed by many writers and researchers as "a set of works that provide tourists with comfort and facilities when buying and consuming tourist services and goods during their travel time or during their stay in facilities away from their original place of residence" (Komppula, 2005), thus emphasizing the importance of reaching the satisfaction situation needed by the tourist or visitor and all his requirements.
4. The Integrative Dimension

The integrative dimension helps the organization to find new applications for existing knowledge, and is the best guide to problem-solving strategies that form the basis for the development of its new core capabilities, notes (Prahalad & Hamel, 1990). Complementary characteristics mean how to coordinate productive skills and standardize multiple technological resources, the integration of capabilities and outstanding skills is the basis for achieving institutional excellence and is evidenced by the interaction between those capacities and the creation of value, as the distinct capabilities lead to the development of a unique set of structured and interconnected processes that facilitate coordinated and collaborative events within the organization and facilitate coordinated and cooperative events within the organization. (Hanafi, 2005).

Performance Functional

Performance Functional Concept

Job performance is of great interest to many at the theoretical level represented by scientists, researchers, writers and academics, and practical is represented by businessmen, managers and decision makers, and the functional performance of language refers to (doing duties) and because it is derived from the act that led to its shelter and means its connection and its judges, is the command of the secretariat of others, and the support of his right, and means his case (Abadi, 1987).

He referred to functional performance as the effort, quantities and contributions made by the individual to accomplish tasks, and these contributions are in forms of intellectual or physical energies. (Fu & Satis, 2014) explained the concept of functional performance as a result of the results and outputs achieved by the individual as a result of the efforts made by carrying out his work tasks and duties and responsibilities assigned to him.

(Torttm, 2016, Hosseini, 2021) also indicated that achieving competitive advantage through the organization must be able to lead and manage the behaviors and results of working individuals by recognizing the efficiency of their performance. He stressed (Khalifat and Tarana, 2017) that functional performance is the output or objectives that the system seeks to achieve, i.e., it is a concept that links the aspects of activity with the objectives that these activities seek to achieve within the organization.
Important of Performance Functional

Functional performance is a necessary requirement and has a special place within the organization as it is considered the means that motivates senior management to follow up their providers of duties and responsibilities continuously, as well as pushing working people to work seriously, efficiently and effectively, and being one of the essential tools to measure aspects associated with effective performance efficiently and effectively and know the extent of productivity and contribution of working individuals or individuals to productivity.

(Talal, 2004) of job performance indicated that it has a special place within any organization because it is the final product of the outcome of all activities, whether at the levels of individuals, individuals, organization as well as the state, but (dessler, 2015) has outlined the importance of the functional performance of organizations through the following points:

1. From a practical point of view, stakeholders rely heavily on evaluating job performance outcomes by making payment and promotion decisions.
2. Participation by presidents and individuals working on plans to correct any failures in the course of work, and start correcting the troubled work performed by working individuals.
3. New study and review and review of the behaviors of working individuals, in light of the obvious strengths and weaknesses on them.
4. Performance evaluations have a key role in the performance management process for business owners who are actively keeping up with their performance with the organization's objectives.

The Dimensions of Job Performance

The scale (Marjah, 2018) was based on its adoption as dimensions of functionality in the current study, and accordingly the dimensions of functionality are divided into the following:

1. **Perform the Task**

   Is the performance behaviors in the work practiced by the working personnel that contribute to the completion of the core operations of the organization directly (through the implementation of part of its technological process) or indirectly (by providing it with the required materials or services), (Viswesvaran & Deniz, 2000).
He also pointed out (ÖZ, 2003) that the performance of tasks varies between the individuals working in the organization and in terms of the type of behaviors each employee has different behaviors in the performance of his duties than others. The organization also works to clarify these tasks for working individuals and inform them of the behaviors to be followed in the performance of tasks, and works to guide those appointed about the organization's decisions and the types of behaviors that should be presented at work, in addition to following the training and reward system to support good behaviors in the performance of their tasks (Edwards et al 2008).

(Webster & Adams, 2010) has shown that there are subfactors affecting the performance of tasks:

a) Guide and motivate subordinates and make observations.
b) Maintaining good working relationships.
c) Coordinate subordinates with personnel working to accomplish tasks.

The performance of tasks reflects the way in which the individuals working perform the activities assigned to them, and this dimension of performance refers to the fundamental capacities of the individual, i.e. the extent to which the specific duties of the working person are completed and the responsibilities mentioned in the job description, and the performance of the official requirements of the job that directly affect the performance of the working individual within the organization (KALE, 2020).

(Anwar & Ansari, 2020) noted that performing tasks indicates that working individuals who are highly confident that they are fully fit to perform these tasks and never know how to give up, as if they were pioneers in the performance of their tasks. He also pointed out that the performance of tasks is the achievement of certain commitments measured against the criteria distinguished in terms of accuracy, perfection, cost and speed.

2. Contextual Performance

These are behaviors that do not support the artistic essence of the organization but support the psychological and social environment in which technical processes take place, and the term contextual performance first appeared in 1990 based on research contributions to (organizational citizenship behavior, social organizational behavior) (Edwards et al, 2008). (Reilly, 2012) noted that contextual performance includes five behaviours practiced by working individuals (Borman and Motowidlo, 1993):
a) Volunteering to complete activities that exceed the requirements of the official employment of the working person.
b) Perseverance, enthusiasm and application to complete the necessary tasks.
c) Initiative to help others.
d) Following established rules and procedures, even if they are not appropriate to their orientations.
e) Defending the organization's objectives.

He explained (Aryania & Widodob, 2020) that contextual performance includes those behaviors that contribute to the effectiveness of the organization by providing a good work environment in which the performance of the task can occur. Personal facilities are thoughtful and oriented behaviors aimed at supporting the performance of co-workers and participating in working as a team to achieve the organization's goals, including career dedication, behaviors that are more than level-oriented, self-control, self-control, initiative to solve problems and defend the organization's goals.

3. Perform Deviant Behavior

Regulatory deviant behavior has become the subject of interest of many writers and researchers in the 21st century, and they have made great efforts to know and understand this behavior for the purpose of taking deterrent measures, as it causes a lot of problems for employers, (Robinson, 1995) & Bennett) defines deviant behavior as "voluntary behavior that violates important regulatory standards and thus threatens the well-being of the organization, its members or both" (Viswesvaran & Deniz, 2000).

The deviant behavior has a negative impact on the organization, affecting it economically, socially and psychologically, causing enormous loss of revenue and permanent damage to the working environment (Bodankin & Tziner, 2009).

Among them (Robbins & Judge, 2014) there are numerous designations for deviant act behavior including organizational retaliatory behavior, antisocial behavior, aggressive behavior, organizational delinquency, organizational retaliation, emotional abuse, and organizational misconduct. (Lugosi, 2019) has indicated that there are reasons if available in the organization that lead to deviant behavior:

a) The presence of a stimulating force for the emergence of deviant (reverse) action behavior.
b) Provides the conditions and opportunity to do the deviant work.
c) Low level of monitoring of the performance of workers.
The Applied Side of the Study

The third research aims to document the results of the statistical analysis of the data obtained by the researchers, as a result of the survey of the opinions of a sample (119) views of the members of the Iraqi Tourism Authority in the city of Baghdad, about the research variables (core capabilities, functional performance) and their dimensions, employing appropriate statistical methods and measures (descriptive and inference).

Validate the Research Measurement Tool

The researchers used ready-made measures from previous studies, as the study scale (Al-Hamri, 2014) was adopted as a measure adapted to the independent variable of the core capabilities and through (16) paragraphs, represented by four dimensions (participation in vision, organizational learning, service development, integrative dimension), while the variable follow-up functionality has adopted the study scale (Marj) In order to ensure the validity of the resolution to measure the main search variables (core abilities, functionality) were subjected to the following statistical tests:

A. Virtual Validity Test

Virtual honesty is one of the best tests of building and testing (standards of scientific and administrative research), especially when based on the sincerity of experts and arbitrators in the field of specialization (organizational behavior, strategic management, human resources, organization theory), and the researcher (questionnaire) is based on them (10), They expressed their opinions and observations about their suitability to measure the variables researched, and I have shown some guidance and modifications in accordance with the working environment of the Iraqi Tourism Authority, and i have made the adjustments required by them with scientific and administrative accuracy, and i amended paragraphs of them according to their point of view, until i reached Resolution to achieve research objectives, which showed their readiness to distribute in their final form.

B. Stability Test of the Questionnaire

In the study's internal consistency and questionnaire stability, the researchers adopted the Elva Kronbach coefficient to measure internal consistency and the extent to which the paragraphs included in the questionnaire were able to measure the same thing, which should have a alpha kronbach coefficient greater than (0.70).
Table (1) showed the results of the test of the total stability factor of the questionnaire included (53) paragraphs (a=0.935) for the resolution and through its main variables, while the stability of the search variables represented by the independent variable was the core capabilities (0.849), and Functional performance (0.885) as a dependent variable, and this result proves that the scale is credible and stable from good to excellent, as the results indicate that the resolution and all its axes enjoy a high and acceptable degree of stability, and therefore can be adopted in the conduct of statistical analysis of the study.

The researchers used to test the stability factor in the half-segmentation method due to the length of paragraphs (53) paragraphs, the stability factor for the individual resolution part of (27) paragraphs (0.902), while the half-segment coefficient of the double resolution segment was across (26) paragraphs (0.885), while The individual and double-resolution partial correlation coefficient (0.689) was strong, while at the level of the dimensions of the core capabilities the stability factor (0.817-0.708) and the level of functional performance dimensions (0.750-0.724) were statistically acceptable.

<table>
<thead>
<tr>
<th>Alpha Crew Nebach Variable Synop</th>
<th>Alpha Crew Nebach Dimensions Factor</th>
<th>Number of paragraphs</th>
<th>code</th>
<th>Dimensions of the measurement</th>
<th>variable</th>
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<td>0.849</td>
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<td>Participate in the vision</td>
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<td>0.776</td>
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<td>Service development</td>
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<td>0.708</td>
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<tr>
<td>0.885</td>
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<td>Functionality</td>
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<td>0.750</td>
<td>7</td>
<td>TASM</td>
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<td>Perform the tasks</td>
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<td>0.724</td>
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<td>CONTP</td>
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<td>Contextual performance</td>
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<td>0.725</td>
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<td>NGBJ</td>
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<td>Deviant negative work behavior</td>
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<td>0.935</td>
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<td>Total stability of the resolution</td>
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<td>0.689</td>
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<td>Half-resolution correlation coefficient</td>
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<td>0.885</td>
<td>Alpha Kronbach mid-doubles (26)</td>
<td>0.902</td>
<td>Alpha Kronbach per-half factor (27)</td>
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</table>

Source: Prepared by the researcher based on the results of the statistical analysis.
C. Exploratory Factor Analysis

The analytical analysis has steps to analyze the matrix of correlations between measured variables, the extraction of factors, the rotation for meaningful factors, as well as the calculation of the working grades of each element, and the analysis of sample size adequacy, which is represented by the Kaiser Meyer Olsen test and according to the following conditions (Haire et al., 1998):

- The sample is suitable for size, if the value of the KMO-Test is greater than (0.50).
- Factors with saturations (0.40) are stable and stable.
- The underlying root value should be at least (1,000).
- The value of the common variation between paragraphs or variables should be at least (0.60).

To meet the four conditions above, and as illustrated by the results of table (2) the degree of determination of excellence through the extraction of the factor rotation matrix (Rotated Component Matrix) to find the highest saturation ratios at the level of dimensions, all the paragraphs of the resolution have achieved sufficient saturation ratios for each of the variables of the study and two factors, and the researcher sees the emergence of these results due to the compatibility of the answers of the concerned (sample under study) with the content of the paragraphs of the questionnaire (53) as well as their size (119) viewing.

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Corrected Item Total Correlation</th>
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<td></td>
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<td>Explanation variance</td>
<td>The root of the variance</td>
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<td>The first factor after recycling</td>
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<td>33.326</td>
<td>3.66</td>
<td>0.332</td>
<td>0.684</td>
<td>Participate in the vision</td>
<td></td>
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<td>0.712</td>
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<td>6.896</td>
<td>0.330</td>
<td>0.625</td>
<td>The integrative dimension</td>
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<td>Degree of freedom</td>
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<td>Moral</td>
<td>0.000</td>
<td>0.796</td>
<td>0.432</td>
<td>Perform the tasks</td>
<td></td>
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<td></td>
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<tr>
<td>Sample size adequacy test (KMO)</td>
<td>712.535</td>
<td>0.877</td>
<td>119</td>
<td>0.893</td>
<td>0.079</td>
<td>Contextual performance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sample size adequacy test (KMO)</td>
<td>712.535</td>
<td>0.877</td>
<td>119</td>
<td>0.889</td>
<td>0.174</td>
<td>Deviant work behavior</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Prepared by the researcher based on the results of the statistical analysis.
The researcher used the Kaiser-Mayer-Olken test (KMO) as a criterion for identifying the adequacy of the sample size for the conduct of the analytical and exploratory analysis, as the sample size (119) shows sufficient and appropriate views in the Iraqi Tourism Authority, allowing the analysis to be performed.

1. The test value (KMO = 0.877), a moral level (Sig=0.000), so the resolution is suitable for statistical analysis, the value of the Bertle test (kSquare = 712.535) and a degree of freedom (55).
2. Through the matrix of components that reduced the variables by two factors, the saturation ratios of factors (0.893-0.432) for workers after the recycling process ranged, all greater than the required saturation rate (40%).
3. Total Variance Explained was 62.689% for the model, while the results of table (2) show the underlying root value (Eigenvalues) associated with linear elements (dimensions) before, after and after the extraction process, after extraction, the first factor was able to explain the ratio (33.326%) Of the total variation and the value of a latent root (3.666), the second factor (29.363) was interpreted. With a latent root (3.230), the overall explanation is greater than (0.60), as the underlying total root of the factors (6.896) is greater than the correct one, to confirm the strength of the correlation of dimensions to the variable to which they belong, and to measure it effectively, but after rotation the total variation is explained (62.689%).
4. The combined stability value of the independent variable was core capabilities (0.877) and functionality (0.826), greater than the required value (CR>0.7), while the average variance derived for the independent variable (0.631) and the dependent variable (0.544) was greater than the minimum required value (0.50). Of all the above, the researchers have met the requirements of exploratory analytical analysis of research variables, through the rotation matrix of interpreted variation, factor saturation, and underlying root values, as well as the Kaiser Meyer Olsen test, so that the scale is eligible for testing through confirmed analytical analysis.

**Analysis of the Correlation between Core Capabilities and Job Performance**

Testing the first main hypothesis *(there is a correlation of a moral significance between the fundamental abilities in general and its sub-dimensions) with functional performance*, as table (3) shows the results according to the following:

1. The vision share achieved three positive soft correlations, and one reverse correlation, with a relationship with the dependent variable functionality (0.502**) strong positive ejection at the moral level (0.000) and with the performance of tasks
(0.484**) a medium-positive package. With contextual performance (0.414**) a medium exorcist correlation, the relationship between participation in vision and deviant action behavior was negatively adverse (0.454**-) medium strength, and all four relationships were below a moral level (0.05).

2. Organizational learning achieved three moral exorcism and a moral inverse correlation, as the relationship of organizational learning with the performance of tasks in the first order (0.335**) was average, with overall functionality (0.316**) at the morale level (0.000), and with context performance The relationship of organizational learning with deviant work behavior (0.284**-) was weak, although all relationships were below a moral level below (0.05).

3. The development of tourism services achieved three positive exorcism suppositions, with the performance of tasks (0.355**) of medium strength in the first order at a morale level (0.000), with overall functionality (0.282**) low strength at the morale level (0.002), and with performance Contextual (0.213*) is weak at the morale level (0.020), while the development of services has not been associated with deviant behaviour due to the fact that the relationship between them (-0.169) is at the moral level (0.067) and is greater than the morale level (0.05).

4. The integrative dimension achieved three moral and one reverse correlations, the strongest of these positive expulsion relationships (0.551**) with the performance of tasks, with overall functionality (0.471**) medium strength, and with contextual performance (0.314** medium strength, the relationship between the integrative dimension and deviant work behavior) was reversible (-0.379**) medium strength, with all the moral level of the tests below (0.05).

5. The core capabilities achieved four relationships associated with overall functionality and its dimensions, three of which were positive expulsion, and the fourth was reversible, the strongest relationships with performance tasks (0.563**) strong expulsion, and with overall functional performance (0.515**) strong, and with contextual performance (0.396**) average expulsion, while the relationship was negative inverse (-0.437**) medium strength with deviant work behavior as the researcher notices any increase of interest by the authority by one unit, that this increase will increase its interest in the performance of tasks, contextual performance and overall functionality, and that this interest Its core capabilities will limit the behavior of deviant work with the same amount of its reverse association with the core abilities, and from all of the above accept the first main hypothesis (there is a correlation of a direct correlation of moral significance between the fundamental abilities in general and its subsidiary dimensions" with functional functioning).
Table 3 The relationship between core capabilities and functionality

<table>
<thead>
<tr>
<th>Core capabilities</th>
<th>The integrative dimension</th>
<th>Service development</th>
<th>Organizational learning</th>
<th>Participate in the vision</th>
<th>the sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.563**</td>
<td>0.551**</td>
<td>0.355**</td>
<td>0.335**</td>
<td>0.484**</td>
<td>Perform the tasks</td>
</tr>
<tr>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>0.369**</td>
<td>0.314**</td>
<td>0.213*</td>
<td>0.222*</td>
<td>0.414**</td>
<td>Contextual performance</td>
</tr>
<tr>
<td>0.000</td>
<td>0.000</td>
<td>0.020</td>
<td>0.015</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>-0.437**</td>
<td>-0.379**</td>
<td>0.169</td>
<td>-0.284**</td>
<td>-0.454**</td>
<td>Deviant work behavior</td>
</tr>
<tr>
<td>0.000</td>
<td>0.000</td>
<td>0.067</td>
<td>0.002</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>0.515**</td>
<td>0.471**</td>
<td>0.282**</td>
<td>0.316**</td>
<td>0.502**</td>
<td>Functionality</td>
</tr>
<tr>
<td>0.000</td>
<td>0.000</td>
<td>0.002</td>
<td>0.000</td>
<td>0.000</td>
<td></td>
</tr>
</tbody>
</table>

P**<0.01, P*<0.05

Source: Prepared by the researcher based on the results of the statistical analysis.

Analysis of the Impact of Core Capabilities on Job Performance

The second main hypothesis (there is a positive effect of a moral significance for the overall core capabilities and its "sub-dimensions" in functional functioning), and for the purpose of verifying the validity of the hypothesis, the simple linear regression model was implemented, based on the scheduled (1.96) scheduled (1.96) value (1.96) and the (F) table value (3.841) at the moral level (0.05) to reject and accept hypotheses, the hypothesis and sub-hypotheses emanating from the fourth hypothesis are implemented:

1. The results of table 4, the effect model of the independent dimension (participation in vision) in the approved variable (functional performance), below the moral level (sig=0.000) and smaller than the value of the indication (0.05), and the value of (F) calculated (39.434), which is greater than its scheduled value (3.841), while the calculated (6.280) test value of the beta value was higher than its scheduled value at the same moral level (0.05), while the r² =0.252 limit for the model, indicating that the independent dimension involved in the vision it explains its value (25.2%) The remaining 74.8 percent are attributable to changes in the job performance of the Iraqi Tourism Authority. From the explanation model to other variables that did not enter the laboratory model.

The standard marginal slope value (β =0.502), i.e. the change of one unit in the vision participation of interest and improvement by the Commission, would have an interest in functional performance (50.2%), as this result provides sufficient support for the acceptance of the first sub-hypothesis of the fourth main hypothesis (the presence of a statistically significant moral effect of participation in vision in job performance), is
considered acceptable and reliable, with a standard error value (0.044%) and the model of predictive regression equation.

\[
\text{Job Performance (Y) = 2.657 + 0.502 (Sharing vision)}
\]

Table 4 Summary of indicators of the impact of participation in vision in job performance

<table>
<thead>
<tr>
<th>Functionality</th>
<th>Se</th>
<th>α</th>
<th>β</th>
<th>Sig</th>
<th>T</th>
<th>F</th>
<th>R²</th>
<th>R</th>
<th>Participate in the vision</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.044</td>
<td>2.657</td>
<td>0.502</td>
<td>0.000</td>
<td>6.280</td>
<td>39.434</td>
<td>.252</td>
<td>.502</td>
<td>Acceptable</td>
</tr>
<tr>
<td>DF</td>
<td>1</td>
<td>117</td>
<td>118</td>
<td>n</td>
<td>119</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Prepared by the researcher based on the results of the statistical analysis.

2. From the results of table 5, the researcher notes the existence of an impact model of the independent dimension (organizational learning) in the approved variable (functional performance), below the moral level (sig=0.000), which is smaller than the value of the indication (0.05), and in the significance of the calculated (F) value (12.951), which is greater than the value of the table. The calculated (3.599) t-test value of the beta value, which is higher than its scheduled value at the moral level (0.05), and the \( r^2 = 0.100 \) for the model, indicating that the independent organizational learning dimension explains what it is worth (10%). The remaining 90 percent of the total number of people who have been in the country's job development are due to changes in job performance in the Iraqi Tourism Authority. From the explanation model to other variables that did not enter the laboratory model.

While the standard marginal slope value (\( \beta = 0.316 \)), i.e., the change of one unit in organizational learning was interesting and improved by the Authority, there would be interest in functional performance (31.6%), as this result provides sufficient support for the acceptance of the second sub-hypothesis of the fourth main hypothesis (a statistically significant moral effect of organizational learning in functional performance), which is an acceptable effect, with a standard error value (0.056), and the predictive regression equation model.

\[
\text{Job Performance (Y) = 2.944 + 0.316 (organizational learning)}
\]

Table 5 Summary of indicators of the impact of organizational learning on job performance

<table>
<thead>
<tr>
<th>Functionality</th>
<th>Se</th>
<th>α</th>
<th>β</th>
<th>Sig</th>
<th>T</th>
<th>F</th>
<th>R²</th>
<th>R</th>
<th>Organizational learning</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.056</td>
<td>2.944</td>
<td>0.316</td>
<td>0.000</td>
<td>3.599</td>
<td>12.951</td>
<td>.100</td>
<td>.316</td>
<td>Acceptable</td>
</tr>
<tr>
<td>DF</td>
<td>1</td>
<td>117</td>
<td>118</td>
<td>n</td>
<td>119</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Prepared by the researcher based on the results of the statistical analysis.
3. The researcher notes from the results of the table (6), the presence of an effect model of dimension (service development) in the approved variable (functional performance), below the moral level (sig=0.002), which is smaller than the level of indication (0.05), and in the value of (F) calculated (10.111), which is greater than its scheduled value (3.841), while the calculated (3.180) test value of the beta value was higher than its scheduled value at the same moral level (0.05), while the $r^2 = 0.080$ limit for the model was, indicating that the development of services was interpreted What is worth (8%) The remaining 92 percent of the total population is in the country. From the explanation model of other variables that did not enter the laboratory model.

While the standard marginal slope value ($\beta=0.282$), i.e. the change of one unit in the development of services was interesting and improved by the Authority, there would be interest in functional performance (28.2%), and provide sufficient support to accept the third sub-hypothesis of the fourth main hypothesis (a statistically significant moral effect of service development in functional performance), which is an acceptable effect, a standard error value (0.053), and the predictive regression equation model.

**Job Performance (Y) = 3.108 + 0.282 (Service Development)**

<table>
<thead>
<tr>
<th>Functionality</th>
<th>Se</th>
<th>$\alpha$</th>
<th>$\beta$</th>
<th>Sig</th>
<th>T</th>
<th>F</th>
<th>$R^2$</th>
<th>R</th>
<th>Service development</th>
</tr>
</thead>
<tbody>
<tr>
<td>DF</td>
<td>1</td>
<td>117</td>
<td>118</td>
<td>n</td>
<td>119</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Prepared by the researcher based on the results of the statistical analysis.

4. The results of the table (7), the model of the effect (integrative dimension) in the approved variable (functionality), are shown below the moral level (sig=0.000) which is smaller than the value of the indication (0.05), and the calculated value (F) (33.429), which is greater than its scheduled value (3.841), while the calculated (5.782) t-test value of the beta value was greater than its scheduled value at the same moral level (0.05), while the $r^2 = 0.222$ limit for the model, indicating that the integrative dimension was interpreted as its value (22.2%) The remaining 77.8 percent are attributable to changes in job performance in the Iraqi Tourism Authority. From the explanation model to other variables that did not enter the laboratory model.
The standard marginal slope value ($\beta = 0.471$), i.e. the change of one unit in the integrative dimension was interesting and improved by the Tourism Authority, will cause interest in functional performance (47.1%), and provide sufficient support for the acceptance of the fourth sub-hypothesis of the fourth main hypothesis (a statistically significant moral effect of the integrative dimension of functionality), which is an acceptable effect, with a standard error value (0.052), and the predictive regression equation model.

\[
\text{Job Performance (Y) = 2.578 + 0.471 (integrative dimension)}
\]

<table>
<thead>
<tr>
<th>Functionality</th>
<th>$\text{Se}$</th>
<th>$\alpha$</th>
<th>$\beta$</th>
<th>$\text{Sig}$</th>
<th>$T$</th>
<th>$F$</th>
<th>$R^2$</th>
<th>$R$</th>
<th>The integrative dimension</th>
</tr>
</thead>
<tbody>
<tr>
<td>$\text{DF}$</td>
<td>1</td>
<td>2.578</td>
<td>.471</td>
<td>.000</td>
<td>5.782</td>
<td>33.429</td>
<td>.222</td>
<td>.471</td>
<td>Acceptable</td>
</tr>
</tbody>
</table>

Source: Prepared by the researcher based on the results of the statistical analysis.

5. The results of table (8), the existence of the effect model of the variable (core capabilities) in the approved variable (functionality), below the moral level (sig=0.000), which is below the level of indication (0.05), and in the value of ($F$) calculated (42.293), which is greater than its scheduled value (3.841), while the calculated (6.503) $t$-test value of the beta value, which is greater than its scheduled value at the same moral level (0.05), while the $r^2 = 0.26.6$ for the model, indicates that the variable effect is substantial capabilities Has been interpreted for its value (26.6%) This interpretation is a dramatic explanation of the dimensions of the core capabilities more strongly than the individual dimensions and separation of their dimensions by individual interpretation, and the remaining percentage (73.4%) is attributed to the remaining 73.4 percent. From the explanation model to other variables that did not enter the laboratory model.

While the standard marginal slope value ($\beta = 0.515$), i.e. the change of one unit in core capabilities was taken care of and improved by the Tourism Authority, there will be interest in functional performance (51.5%), as this result provides sufficient support for the acceptance of the fourth main hypothesis (there is a positive, morally significant effect of the core potential and its "sub-dimensions" in functionality), which is considered to be acceptable and statistically reliable, with an error standard value (0.062) and a regression equation of regression, and the equation of regression.

\[
\text{Job Performance (Y) = 2.187 + 0.515 (Core Capabilities)}
\]
Table 8 Summary of indicators of the impact of core capabilities on job performance

<table>
<thead>
<tr>
<th>Functionality</th>
<th>Se</th>
<th>α</th>
<th>β</th>
<th>Sig</th>
<th>T</th>
<th>F</th>
<th>R²</th>
<th>R</th>
<th>Core capabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.062</td>
<td>2.187</td>
<td>.515</td>
<td>.000</td>
<td>6.503</td>
<td>42.293</td>
<td>.266</td>
<td>.515</td>
<td></td>
</tr>
<tr>
<td>DF</td>
<td>1</td>
<td>117</td>
<td>118</td>
<td>n</td>
<td>119</td>
<td></td>
<td></td>
<td></td>
<td>Acceptable</td>
</tr>
</tbody>
</table>

Source: Prepared by the researcher based on the results of the statistical analysis.

Through the researcher's resort to the multiple regression to know the method (Backward), with the aim of identifying any dimensions of the core capabilities affecting the functional performance in the Iraqi Tourism Authority, and as shown by the results of the table (9), the effect was in particular through participation in the vision, the value of the marginal inclination (0.376) and the moral level (0.000) It is below the moral level (0.050), the calculated (T) value (4.594), as well as the effect of the integrative dimension, the value of the marginal slope (0.325), the moral level (0.000), and the calculated (T) value (t) (calculated) () 3.981) which is greater than its scheduled value (1.96), While there was no impact of organizational learning and service development in job performance, the moral level of their impact (0.476 -0.832) respectively was greater than the moral level (0.05), and the calculated (T) value (0.716-0.212) which is less than its scheduled value (1.96) The model correlation coefficient (0.585), the value of a multiple regression coefficient (0.342), the calculated (F) value of the model (30.142) and the value of the modified interpretation coefficient (0.331) indicated that the two independent variables involved in the vision and the integrative dimension explained what (33.1%) Of the changes in the functionality of the Tourism Authority.

Table 9 The multiple impact of the dimensions of the core capabilities in functional performance

<table>
<thead>
<tr>
<th>Dependent</th>
<th>The Independent</th>
<th>Impact factor</th>
<th>Standard error</th>
<th>T value</th>
<th>Moral</th>
<th>the sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Functionality</td>
<td>Participate in the vision</td>
<td>0.376</td>
<td>0.045</td>
<td>4.594</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Organizational learning</td>
<td>-0.004</td>
<td>0.060</td>
<td>0.212</td>
<td>0.832</td>
<td>119</td>
</tr>
<tr>
<td></td>
<td>Service development</td>
<td>-0.038</td>
<td>0.055</td>
<td>0.716</td>
<td>0.476</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The integrative dimension</td>
<td>0.325</td>
<td>0.052</td>
<td>3.981</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Sig</td>
<td>α</td>
<td>R</td>
<td>R²</td>
<td>AR²</td>
<td></td>
</tr>
<tr>
<td>30.142</td>
<td>0.000</td>
<td>2.136</td>
<td>.585</td>
<td>.342</td>
<td>.331</td>
<td></td>
</tr>
</tbody>
</table>

Source: Prepared by the researcher based on the results of the statistical analysis.
Conclusions and Recommendations

The Conclusions

The research includes the practical conclusions of the research, derived from the applied aspect and the summary of the findings of the previous research, which are expressed by the practical conclusions based on statistical analysis in the Tourism Authority.

The results of the statistical analysis showed a set of conclusions for the variables researched through their dimensions, and their relationships with each other directly and indirectly, which were as follows:

1. The Tourism Authority has demonstrated its ability to invest in the vision to improve the level of its core capabilities, as it sees it as a coordination and consolidation tool for its members' efforts towards achieving its strategic objectives, as well as being the path that outlines the decision-making and the choice of a policy oriented towards the development of its current and future performance.

2. The Tourism Authority is based on organizational learning in enhancing its core capacity well, particularly through its careful planning of its organizational resources and balancing the requirements of existing jobs with the capabilities of its members, allowing them to expand knowledge and experience and acquire new job functions.

3. The Tourism Authority tends to develop its services periodically by emphasizing the improvement of tourism services and providing them in an orderly manner, based on information analysis, as well as its keenness to participate in seminars and festivals on information technology, communications, and the development of tourism services in a way that reduces costs and facilitates its internal operations in a way that does not meet the ambition.

4. It has been proven that the Tourism Authority employs the integrative dimension in strengthening its core capabilities, especially when integrating the objectives of its departments and branches with each other to achieve its current and future objectives, as well as encouraging all behaviors that integrate knowledge, experience and skill, and reach advanced stages of cooperation and synergy at the level of individuals and departments.

5. The Tourism Authority has proven its keenness to perform the tasks assigned to them as part of their activities and work there, and support them with bonus programs and systems commensurate with the tasks expected to be accomplished and to develop their ability to take responsibility, in the light of their harmonization.
between their energies and objectives and the upgrading of the functional performance of the Authority.

6. The Tourism Authority is keen to invest the performance of its members in context by contributing to the presentation of new ideas and constructive proposals, working to bridge the authority's outputs, as well as their tendency to engage in voluntary work and tasks and accept additional responsibilities with openness.

7. It has been proven that the members of the Tourism Authority are away from adopting the negative behavior of work significantly, in order to enhance their job performance, by spending most of the time thinking about work matters, taking a break of no more than the time allowed only within narrow limits, and staying away from manifestations of fraud and deception and disparagement of co-workers, and staying as far away as possible from the delay when coming to work.

8. The Tourism Authority emphasizes the enhancement of its functional performance, by employing core capabilities mainly, as well as investing in sharing vision and complementary dimension in improving the performance of the Authority.

Recommendations

The research includes the recommendations reached by the researchers, based on the above conclusions, as follows:

1. The Tourism Authority should pay extra attention to its participation in the vision in order to enhance the level of its core capabilities, in accordance with the following mechanisms:
   a) To clarify the vision of the Authority and make it public and clear to all and in order to facilitate the decision-making process and its implementation, leading to the adoption of a development policy commensurate with the alternatives and resources it possesses.
   b) Ensure that competent and creative individuals participate in shaping the future vision of the Authority.
   c) Adopting the vision as a coordination tool for efforts between departments, units and individuals, and in order to achieve the objectives of the Authority in the short and long term alike.

2. The Tourism Authority should use organizational learning methods as a supporting tool for its core capabilities through:
   a) To provide the right opportunity for its members to acquire knowledge and improve experience and skill so that they can hold managerial positions according to their career path transparently and objectively.
b) Supporting individuals with moral and material reward programs, making their
tasks and functions in line with the requirements of the job.
c) Providing state-of-the-art information technology and technology that reduces
waste and loss.

3. The Tourism Authority should develop its tourism services on a continuous basis, in
order to enhance its core capabilities, particularly through the following
mechanisms:
   a) Ensure that you participate in seminars and festivals on information technology,
      communication systems and in order to reduce costs and reduce the waste of
      opportunities and resources.
   b) Encourage the members of the Authority to submit creative initiatives and make
      proposals aimed at improving the quality of tourism services.
   c) Proactively analyze information and predict future problems and needs by
      drawing up scenarios.

4. The Tourism Authority should use the integrative dimension positively and flexibly
in enhancing its core capabilities by:
   a) Encourage behaviors aimed at integrating knowledge and expertise with available
      functions.
   b) Spreading the spirit of cooperation and harmony between departments and units
      down to synergy and integration in their work.
   c) The formation of task forces from different departments when dealing with
      emergency problems, and when assigning new tasks that are qualitatively
different from their predecessors.

5. The Tourism Authority should take care to perform the tasks assigned to its
members to the fullest, and to benefit from the performance of the job more
efficiently, effectively and productively, by:
   a) Harmonizing the human resources and desired objectives of the Human
      Resources.
   b) Developing the ability of the members of the Authority to take responsibility
      when faced with emergency problems.
   c) Training courses to increase the efficiency of the performance of its members in
      quantity and quality.

6. The tourism authority should pay attention to the contextual performance of its
members, in order to increase the level of functional performance, through the use of:
   a) Promoting the spirit of volunteerism among the members of the Authority by
      assuming responsibilities and performing additional actions and activities with a
material and moral reward, because of its impact in improving the output of the Authority and enhancing its image when they talk about its reputation in front of external parties.

b) Encourage the spirit of cooperation and altruism and non-interference in the privacy of others, and extend a helping hand to new colleagues and those who are in the process of completing their work, and spreading informal relations between sections, units and members of the authority to overcome routine joints and cumbersome procedures, and reduce time and effort.

7. The Tourism Authority should promote positive behaviors at work and reduce the adoption of deviant work behaviors, due to their negative role in discouraging job performance, by:
   a) Be careful to adhere to working time and rest hours, waste time in things far from the spirit of achievement, and resort to methods that waste time and hinder the completion of the main tasks of the members of the Commission.
   b) Stay away as much as possible from the practice of tricks, deception, fraud and ridicule towards colleagues and the authority because it leads to the spread of personal and organizational diseases and reduces cooperation and spread hatred and hatred among the members of the Authority.
   c) Prevent ingesting members of the commission from making any racial, religious or racial statements against their colleagues, as well as uttering offensive words and underestimating them if they are slow to accomplish the tasks properly.

8. The Tourism Authority should enhance its performance in terms of quality and quality through additional attention to its core capabilities, especially when the participation is directed by vision and integrative dimension in improving the level of activities and tasks performed by the members of the Authority, and in a way that shows real positive results, which increase the success of the Authority.

9. The Tourism Authority should invest its core capabilities in improving its performance directly, maximizing the value of that relationship overall or at the level of vision sharing, service development, integrative dimension, and organizational learning when these dimensions are directed individually in improving functional performance.

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