

Factors Affecting the Quality of Services of the Tourism Companies in Jordan from Tourists Perspective

Dr. Abdul Sada Mutlag Raheem Al Saleem

Management, Hotels and Tourism
Al Ahlya Amman University abdulsada2003@yahoo.com

Dr.Noorya Flayyih Mzaiel Al-Juboori

Hotel And Tourism Management
Al-Zaytoonah University Of Jordan nouria_1983@yahoo.com

Abstract

This study aims to identify the factors affecting the quality of services provided by the travel and tourism companies in Jordan from the tourists' point of view. This study was conducted on (100) tourists dealing with travel and tourism companies who have good travel experience. The results of this study showed that all travelers have sufficient information about travelling and can assess the quality of services provided by the travel and tourism companies depending on their past experiences. Through hypotheses testing, the results showed a strong correlation between the quality of services and the factors influencing them, and this was clear from the test the first hypothesis, the other assumptions proved the existence of an influential relationship between staff performance, speed of service, price of the service and the continuous improvement.

Introduction:

Major factors have always played an influential role in the quality of the services offered by travel and tourism companies; and it was even considered by some countries as an important consideration to take into account, as it constitutes in a whole a safe package for tourism desirable by the visitors, and thus an economical source for the country's budget.

As the interest in the services provided for tourism and tourists has been a sign of the country's class in the frame of civilization, and its ability to draw a bright picture of its cultural landmarks, hotel services and hospitality, this is an indicator of the country's health of the economy, reflecting steady growth in the rates of popularity and visitors year after year.

The importance of such factors has been confirmed such as: the price, speed and maintenance of the services enabling the workers in the tourism sector in many countries that do not have natural resources such as oil and minerals, but have well employed those factors in a manner that earned them the reputation of unique tourism.

Importance of the Study:

The importance of this study is showing the increasing sophistication witnessed in the tourism sector in Jordan, which reflects the degree of rapid growth in the industry of the tourism services, in addition to the increasing growth in the number of tourists.

In addition, to identify the factors affecting the quality of services provided by the travel and tourism companies in Jordan, where these services form tourist's first impression about the country of destination as this has a significant impact on the repeat of the visit to Jordan

Problem of the Study:

The travel and tourism sector forms an important part of the tourism sector, which is in turn a tributary core of the national economy of Jordan, it is affected by a lot of factors affecting the quality of services offered to tourists by the travel and tourism companies, which negatively affects the marketing of tourism services.

The problem of the study is to answer the following question:

Are there any factors that affect the quality of services provided by the travel and tourism companies in Jordan and preventing the achievement of its objectives?

The Study Objectives:

The study aims to accomplish the following objectives:

General Objective:

Identifying the factors affecting the quality of services offered by the travel and tourism companies in Jordan from the tourists' perspective.

Subsidiary Objectives:

- Identifying the effect of services price affect on the quality of services offered by the travel and tourism companies in Jordan.
- Identifying the effect of services speed affect on the quality of services offered by the travel and tourism companies in Jordan.
- Identifying the effect of services continuous improvement on the quality of services offered by the travel and tourism companies in Jordan.
- Identifying the effect of employees on the quality of services offered by the travel and tourism companies in Jordan.

The Study Questions:

- What are the factors that affect the quality of services provided by the Jordanian travel and tourism companies?
- Does the services price affect on the quality of services offered by the travel and tourism companies in Jordan?
- Does the services speed affect on the quality of services offered by the travel and tourism companies in Jordan?
- Does the services continuous improvement on the quality of services offered by the travel and tourism companies in Jordan?
- Does the employees performance on the quality of services offered by the travel and tourism companies in Jordan?

Main Hypothesis:

- 1- There is no statistically significant relationship between the quality of services provided by the travel and tourism companies and the factors affecting it.

Subsidiary Hypothesis:

- 1- There is no statistically significant relationship between the price and the quality of services provided by the travel and tourism companies.
- 2- There is no statistically significant relationship between the speed of the service and the quality of services provided by the travel and tourism companies.
- 3- There is no statistically significant relationship between the speed of the service and the quality of services provided by the travel and tourism companies.
- 4- There is no statistically significant relationship between the continuous improvement of the service and the quality of services provided by the travel and tourism companies.

Service quality concept:

It is not easy to define the quality of service accurately. Everyone who tries to write about it or to practice it finds it difficult to reach a practical expression that agrees with the others. In some cases, the expression might be very broad so that it does not make sense anymore, and too difficult to put into practice. In some other situations, some individuals put a detailed definition of quality, which may be appropriate for some services but it is difficult to be circulated at the level of all the services and the difficulty is derived in defining the quality of services of general characteristics compared to physical goods.

The majority of modern definitions tend to define the quality of service as a "standard for the degree of matching the actual performance of the service with the customer expectations for this service," and it can be expressed mathematically as follows:

Quality of service = customer perception of actual performance - customer expectations for performance.

In light of the above equation three levels of service can be visualized:

- 1- Average Service: It is the service that is achieved when customer service performance equals with its prior forecast for.
- 2- Poor service: It is the service that is achieved when the actual performance is lower than the service levels expected.
- 3- Distinguished Service: It is the service that is achieved when the actual performance of the service exceeds the expectations of customers. (Bedier, 1999)

Nature of tourism services:

The more they are characterized by ease and convenience, the more useful and attractive to tourists they are, because tourists are looking for comfort, tranquility and stability and this cannot be achieved in tourism services, which are characterized by frequent procedures and complications that we see in various stages of the tourism work, and the facilities and services must be available on the tourist site.

First: Accommodation Services:

Hotels has occupied a significant role in the provision of accommodation services for a high proportion of the guests, where many hotels have spread in tourist sites and this means that the hotel has kept its stature and importance as the most spread accommodation method.

However, there are many sources trying to emphasize on the importance modern shelters such as (camps and caravans) as a widespread alternative replacing the traditional means of accommodation. The reason for this is due to its lower installation costs compared to hotels that need to high investment costs, which is reflected in the price level of the services and the impact on the nature of the incoming tourism.

Second: Food and beverage Service:

Tourists spend about 35% of its budget on that. Touristic areas are frequently trying to promote of their foods and beverages to get as much as possible from the budget of the tourist and to increase the affect of the tourism. (Baldawi, 2008).

In addition, there are many kinds to provide food and beverage services. Examples include closed restaurants that offer integrated meals, self-service restaurants and systemic restaurants reflecting the restaurant's image through food and beverage vocabularies that the service crew has the ability to produce and introduce. (Hides, 2003).

Third: Transfer Service:

Transportation is broadly defined as one of the pillars of tourism and main components of the tourism system. This concept has expanded of being just an activity on securing the means of travel to service activity compound with wide economic, social and industrial aspects including means modern of travel developed in terms of speed and safety, divided into:

- Air transport such as airports.
- Ground transportation (trains, metro, transport highways, bridges, major transportation routes, roads)
- Maritime Transport (ships, vessels, yachts) (Kuraq)

Fourth: Infrastructure Service

Infrastructure is the structure or the basic composition.

The term is given to facilities, services and infrastructure needed by society, such as the means of transportation like roads, railways and telecommunications such as telephone network, and the Internet in addition to the sewage system and extensions

Fifth: Support Services:

The above include eastern antique shops and department stores, tour guides, recreational facilities. These facilities are often small and have great benefits and thereby promote the primary objective of balanced growth of tourism in the region.

Sixth: Utilities and public services

The roads and the access to the region and means to move within the region as well as public utilities and services, which is one of the necessary requirements for the local population, which are held for them in the first place, but their presence is very necessary to future tourism development projects in the region, water projects, electricity, hospitals and security centers, markets and other originally directed to the local population but tourism development cannot be implemented without them.

Seventh: specialized facilities and services

It is all that should be available in the touristic area of facilities, services and, implemented in order to serve incoming tourists with the possibility of using them by the local population, namely:

A. Facilities and services of the individual and the public housing and its various forms.

B. Services and equipment, food and beverage.

C. Recreation and leisure and sport services and facilities for.

The lack of specialized facilities and services means that the natural resources and human resources will remain dormant, because without it tourists cannot achieve the objectives of the trip or the tourist experience.

Eighth: Intermediate facilities and services

A group of activities that constitute the link between the producer and consumer of the tourist's experience, and aims to introduce the intended areas (tourist offer), markets (tourism demand) and help prospective and potential tourists in organizing their trips to these areas, and providing information on available recreational events and opportunities in the area in order to ensure the return on the tourist in the next vacation and to leave a positive impact and achieve a high level of satisfaction. These include facilities and services under three main types:

A. Information services: Information services: include specialized press, promotion agencies and offices, advertising and public relations, chambers of commerce and official tourism organizations at the national level, regional and local levels.

B. Regulatory Services: include organized tours producers of all kinds, organizers and executors, travel agents, travel clubs, youth tourism organizations and the social and recreational activities committees in organizations and unions.

C. Guidance and illustrations services and: includes reception and guiding tourist centers, tourism fairs, rest stations and information and guidance boards, breakpoints and wild walkways - all kinds of natural suggestive and expressive walkways.

All of these services means attracting tourists to the intended area (tourist offer) through the delivery of information and data about the product in the region and actually facilitating the arrival of tourists, employees working in this area the interference between the seller and the customer, the product and the manufacturer, the provider of the tourist product and the consumers (tourists coming to the intended area), and these services and facilities are important because it provides information, explanations, instructions and explanations for the intended area directly on site at the sites needed by tourists (Hour, 2002).

Ninth: Shops and stores

The facilities and commercial services in the touristic areas vary in nature, size and design and number than of those in urban centers, it is known that the person in the city has many choices In the areas of shopping while the freedom of choice in the shops available in tourist areas but limited in the type of goods offered, from this standpoint must the needs and desires of the tourists must be satisfied in a way comforting and satisfying their basic requirements.

The reason for this broad and complex mix of services lies in the following:

•The resting state that tourists are looking for, such as the case of mental, intellectual and physical satisfaction, which requires the availability of a series of necessary services in order to feel as in his/her country.

- Travel motives are linked to the existence of competitive services which leads the country to find new alternatives and activities for the renewal of motives within the tourists.

- Diverse options in front of the tourists to choose the appropriate service to them, and this requires the presence of a complex number of services, for example, if the tourist wants to buy some souvenirs, and this was found beside the Hotels & Restaurants distinct, it would encourage repeating the visit again in addition to transferring what he saw to his relatives and friends (kuraq.2010)

The provision of tourism services is a difficult process for the following reasons:

- Producing and disposing too many services and goods which are varied and that have different production processes and different organizations to discharge.

- In the process of providing services which involve many elements of the tourism infrastructure (transport modes, sleeping facilities, sports facilities, medical and entertainment, etc.).

- Tourist and non-tourist organizations participate in the process of providing services (health organizations and traders in the retail, transport and communications) (Al Edwan, 1996).

Characteristics of the tourist services and the factors that determine their quality:

- Speed when introducing the services because of the tourists' desire to enjoy their time and use all the available resources during the short time of their stay.

- The high quality of services to feed people's need during their free time (welfare, visits, comfort) or during special circumstances (such as business interviews and concerts).

- The great diversity of the forms and the tourism services because the customers are not homogeneous in nationality, age, social class, financial ability and interests when travelling.

- A large part of the tourism services provided directly to the tourists, reduces the possibility of making it an automated process, because it relies on the human element in the production and delivery process.

Previous studies

There are a lot of theoretical and applied studies that dealt with the concepts examined in this study and include the following:

1 - Interview study (2002) titled "the quality of services in the hotel restaurants in Amman." The study aimed to measure the quality of services in restaurants hotel operating in Amman from the viewpoint of the guests, the results showed that the level of quality of services offered in the restaurants operating in Jordanian five and four stars hotels, was a low level compared with the level of quality of service expected by the guests as the results showed that there is no effect of the workers' age, nationality, marital status and the number of visits to assess the quality of services provided in those restaurants and whereas the gender of the worker is an effective effects on the evaluation of the guests to the level of quality of service.

2 - A study of Maala and Al Tai (2003) entitled "The assessment of Arab tourists to the quality of hotel services offered by hotels in Jordan" The aim of the study is to achieve an honest measure of the quality of services provided by the hotels operating in the tourism market of Jordan, so that they can be relied upon in the correct identification of the level of the quality of those services.

The results showed that the assessment of Arab tourists to the quality of services was negative and the study also showed the absence of any signs of demographic factors to assess the quality of services tourists except the gender of the worker

3 – Zaarour Study (2003) entitled "The impact of the quality and prices of services provided by the banks on customer satisfaction in the industrial sector in Jordan," the study pointed to the importance of customer satisfaction that affect the behavior of customers because the satisfied clients do recommend service providers who deal with them for the services they provided, because it is well aware that any increase in the prices paid by the customer offset by good service.

The researcher found that the customer satisfaction decreases their discontent and grievances, which means reducing the costs of addressing these problems, including the time needed to address them.

4 - Abu Musa study (2000) entitled "The impact of the service quality on the profitability and customer satisfaction in the Jordanian banks", the study pointed out that a good service is to meet the needs of customers and management strive to achieve quality in order to gain customer satisfaction, in addition, the employee shall the responsibilities towards the fulfillment and delivery of quality at the best level, where the results of the study are that the high levels of service will lead to high levels of satisfaction.

5 - Shibley Study (2005) entitled "success factors and survival of these ranked restaurants in the city of Amman in Saudi Arabia,"

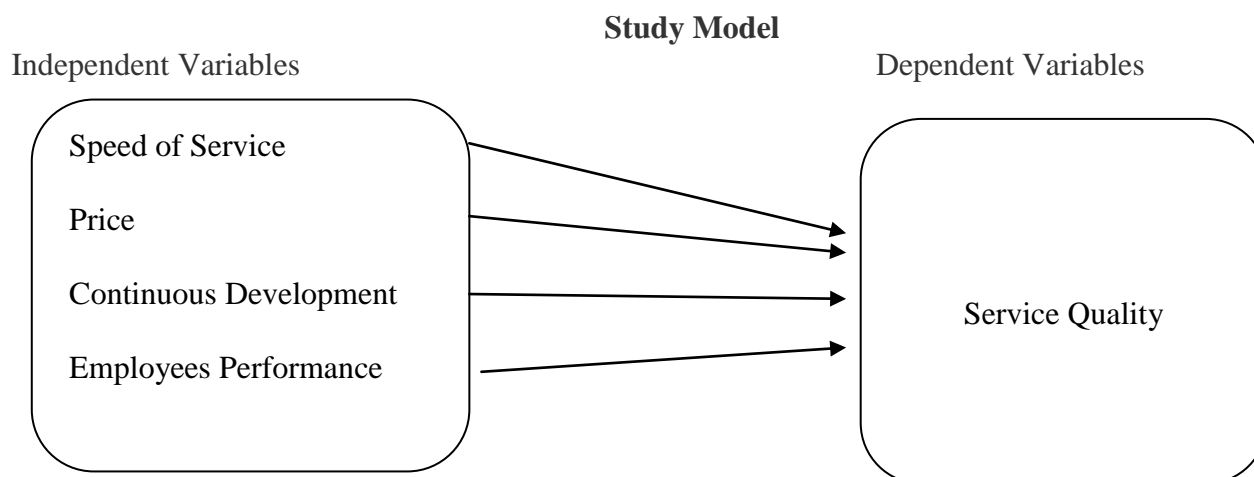
This study aimed that the successful restaurant is the restaurant, which focuses on the quality of food and cleanliness, the quality of skilled labor, the staff, furniture and decoration etc, as well as that the study focused on some of the factors that attract customers, a good treatment and good smile, the cleanliness of the place, clothing, as these restaurants must constantly develop themselves and recognize the customers trends on certain types of food from time to time.

6 - Jawad Study (2008) entitled "The Impact of Information Technology in the quality of hotels services in Karbala”.

The service sectors has witnessed great interest in the use of modern information technology in order to improve the quality of hotel services to meet the needs and desires of tourists., researchers are aware of the importance of the use of information technology in general, and in the organization hotels in particular, this search came to shed light on the nature of the relationship between information technology and its impact on quality of hotel services through a theoretical framework and applying on a sample of tourist hotels and other visitors from Karbala.

Study variables:

The study contained two variables:



Study Method:

The researcher used the quantitative method for its suitability for the nature of the study and achieving its objectives and its questions

Study Sample:

The study consisted of the tourists that participated in touristic trips organized by the travel and tourism companies in Jordan during 2012 and were targeted in a planned manner.

Sample:

100 people of travel and tourism companies in Jordan.

Study tool and procedures:

Data collection method

The researcher used the questionnaire as a tool to collect data related to the study.

Tool reliability:

The reliability of the tool was tested by presenting it to the jury of "doctorate" degree holders in the field of hotels and tourism to express an opinion on each of the terms of formulation and suitability for each variable of the study variables and to modify, delete or add some paragraphs, and after the appropriate adjustments the number of paragraphs in the questionnaire became (21) of (35).

Tool Stability:

The coefficient stability of the tool was calculated by testing and re-testing on a sample of (25) tourists dealing with travel companies and the time period between the first and the second application was two weeks calculated reliability by the Pearson correlation coefficient for each variable of the study variables. And by reference to the statistical analysis shown in Table (1) the correlation coefficient for the variables of the study ranged from (0.625) to (0.793), we can say that the measuring tool is characterized by stability as the reliability coefficient measurement tool as a whole amounted to (0.765), a good percentage being the higher than (0.60)

Table (1):

Cronbach's Alpha variables table:

No	Independent and dependent variables	Alpha Coefficient
1	Service quality	0.783
2	Service Speed	0.734
3	Price	0.793
4	Continuous improvement	0.625
5	Employees performance	0.704

Statistical methods used:

The researcher has used the following statistical treatments:

- _ Arithmetic means.
- _ Standard deviations.
- _ Relative Importance.
- _ Pearson correlation coefficient.
- (T-TEST) _ test

Data Analysis

For the purpose of analyzing the data related to this study that was obtained through the study tool (questionnaire) that prepared specifically for this study, the results were presented of the sample and characterized by gender, age, number of trips, and description of the data relating to paragraphs contained

in the resolution, so as to know the distribution of the sample's answers on those paragraphs and the percentages of each paragraph, the description was also displayed in statistical sample and the mean and standard deviation for each paragraph of the paragraphs was calculated, to see whether the answers trends are positive or negative with respect to those paragraphs relating to the independent and dependent variables , was also did hypothesis testing on each separately, to build the results and approve the recommendations emanating from this study to take advantage of them in the future.

Demographic characteristics of the sample:

Table (2):

Sample division based on the gender:

Gender	Frequency	Percentage
Male	85	85%
Female	15	15%
Total	100	%100

Table No. (2) shows the demographic characteristics of the sample and points that the number of males (85) of (85%), and the number of females (15) and percentage (15%) of the total sample.

Table (3):

Table distribution according to age:

Age	Frequency	Percentage
28-18	25	%25
39-29	40	%40
50-40	35	%35
Total	100	100%

Table No. (3) shows the average age of the sample and the results showed that the category that is limited to between 29-39 was the largest of (40) individuals, and the proportion (40%) of the total sample, and that can be explained that the more traveling tourist trips are within this average age, though the category that followed are the 40-50 category.

The number of recipients is (35) and (35%) of the total members of the sample, while the category that followed was 18-28 of (25) individuals (25%) of the total respondents, the reason can be traced to the physical or social conditions preventing them from participating in touristic trips.

Table (4):

The sample is distributed according to number of visits:

No of trips	Frequency	Percentage
Less than 3	45	%45
From 4 to 7	33	%33
More than 7	22	%22
Total	100	%100

Table No. (4) shows the number of trips that each traveler was involved in. Through the table we see that the category of respondents who have less than (3) trips captured the largest number of numbered (45) which is (45%) of the total sample, for the second ratio, (4-7) trips, the number was (33) individuals by (33%), and the category that their trips was more than (7) trips is (22) and by (22%) and this explains that these tourists have experience dealing with the travel and tourism companies through the number of trips in which they participated.

Table (5):

The average mean and the standard deviation and the relative importance of each paragraph of the variable quality of service n = 100

Paragraph	Mean	Standard deviation	Relative importance	Rank
Staff seeks to provide level of quality service in order to gain the satisfaction of tourists.	01.4	85.0	23.80	6
The staff give oral or written apologizing to the tourist for any failure in providing the services.	96.3	89.0	79.19	7
Individual staff pay attention all the tourists.	37.4	71.0	44.86	4
Staff make great efforts to keep the tourists by apologizing to tourists for any error that occurs.	41.4	69.0	26.87	3
Staff apologize to the tourists when feeling even slight delays in service.	42.4	68.0	43.88	2
Staff seek to be patient in dealing with tourists and to make every effort in their service.	59.4	58.0	80.91	1

Workers in the travel and tourism offices have experience and competence in their field.	12.4	72.0	43.82	5
--	------	------	-------	---

Table No. (5) shows the mean values, standard deviation and the relative importance of each paragraph of the variable quality of service, the review of the relative importance of the sixth paragraph was ranked the first in this area with a mean of (4.59) and standard deviation (0.58) and the relative importance of amounted to (91.80), while the second paragraph was ranked seventh as per the arithmetic average (3.96) and with a standard deviation (0.89) and the relative importance of (79.19).

Given the arithmetic mean and the relative importance of the total study sample, is shows that there is positive trends toward the variable quality of service which has obtained the approval at a very high degree.

Table (6):

The average mean and the standard deviation and the relative importance of each paragraph of the variable speed of service n = 100

Paragraph	Mean	Standard deviation	Relative importance	Rank
Services are provided quickly and immediately to tourists.	57.4	64.0	34.91	1
Staff responds to the needs of tourists regardless of the degree of their work.	15.4	90.0	02.83	4
Some actions are cut by the staff in order to speed service tourists.	33.4	69.0	63.86	2
A sufficient number of personnel are available to perform the service for tourists quickly.	26.4	74.0	17.85	3

Table No. (6) shows the mean values, standard deviation and relative importance of each paragraph of the variable speed service, and rafter reviewing the relative importance of the first paragraph, it was ranked first in the area with a mean (4.57) and standard deviation of (0.64) and its relative importance amounted to (91.34), while the second paragraph was ranked fourth with an arithmetic average (4.15) and standard deviation (0.90) and the relative importance of (83.02).

Given the arithmetic mean and the relative importance of the total study sample, it shows positive trends toward the variable speed service and got approved significantly.

Table (7):

The average mean and the standard deviation and the relative importance of each paragraph of the variable price n = 100

Paragraph	Mean	Standard deviation	Relative importance	Rank
The prices of services provided by the travel and tourism companies are close.	97.3	81.0	30.79	2
The prices of services provided fit all categories of tourists' income.	86.3	84.0	42.77	4
Travel and tourism companies are always seeking to offer discounts on the price of services for tourists.	3.92	86.0	43.78	3
The prices are in alignment with the quality of tourism services provided.	13.4	74.0	64.82	1

Table no. (7) shows the mean values, standard deviation and relative importance of each paragraph of the variable price, after reviewing the relative importance of the fourth paragraph, it was ranked first in the area with a mean (4.13) and standard deviation (0.74) and relative importance (82.64), the second paragraph was ranked fourth with an arithmetic average (3.86) and standard deviation (0.84) and the relative importance of (77.42).

Given the arithmetic mean and the relative importance of the total study sample, it shows a positive trend toward the variable price and got the approved significantly.

Table (8):

The average mean and the standard deviation and the relative importance of each paragraph of the variable quality continuous improvement n = 100

Paragraph	Mean	Standard deviation	Relative importance	Rank
The travel and tourism companies renew and continue to diversify the tour programs and services.	27.4	73.0	40.85	2
Travel and tourism companies are seeking to raise the level of performance of employees in order to enhance the highest level of quality.	29.4	76.0	76.85	1
Tourists' suggestions are taken into consideration n regard to the quality of service provided.	26.4	75.0	20.85	3

Table (8) shows the mean values, standard deviation and the relative importance of each paragraph of the variable continuous improvement of the service, and after the review of the relative importance of the

second paragraph, it was ranked the first in the area with a mean of (4.29) and standard deviation (0.76) and the relative importance amounting (85.76), while the third paragraph was ranked third with an arithmetic average (4.26) and standard deviation (0.75) and the relative importance of (85.20).

Given the arithmetic average of the relative importance of the total study sample, it is shown that trends are positive towards the variable continuous improvement of the service and got the approved significantly.

Table (9):

The average mean and the standard deviation and the relative importance of each paragraph of the variable employees and customers relationship n = 100

Paragraph	Mean	Standard deviation	Relative importance	Rank
Good relations between staff and tourists help getting the tourists to coming again.	35.4	71.0	00.87	1
Tourists are greeted by employees when they enter the company in as if they knew them before.	00.4	83.0	00.80	3
Staff treat tourists with courtesy and respect and in an appropriate manner.	15.4	80.0	00.83	2

Table No. (9) shows the mean value, standard deviation and the relative importance of each paragraph of the customer relationship staff variable, and the review of the relative importance of that first paragraph ranked it first among paragraphs field arithmetic average (4.35) and standard deviation (0.71), with a relative importance of (87.00), while the third paragraph was ranked second with an arithmetic average (4.15) and standard deviation (0.80) and the relative importance of (83.00).

Given the arithmetic mean and the relative importance of the total study sample, it shows positive trends toward customer relationship staff and obtained a significant approval.

Testing of the first hypothesis:

There's no statistically significant relationship between the quality of services offered by tourism companies and the factors influencing them in Jordan $\alpha < 0.05$

Table (10)

Multiple regression to test the relationship between the independent variables and the dependent variable:

Pattern	Sum of squares	Degree of freedom	Square of mean	Value	Importance
Regression	11.271	1	11.271	26.306	0.000
Rest	13.329	108	0.0123		
Total		109	11.271		

Table (11):

Summary of first hypothesis results:

Calculated F	Indexed F	Importance of F	Nil hypothesis result	Correlation coefficient	R ²
26.306	2.3	0	Reject	0.747	0.558

The multiple regression method was used and we found that of our readings of the results of the data as shown in Table No. (11) that the value of calculated F = 26.306 was greater than its indexed value 2.3, and based on that we reject the first hypothesis as current and accept it as alternative, which states that there is a relationship between the quality of services provided by the travel and tourism companies and the values affecting it in Jordan, where this relationship is strong at R=474%

The value of R² is 0.558%, which is a good explanatory value.

Testing the second hypothesis:

No statistically significant relationship between the price and the quality of services provided by the travel and tourism companies in Jordan $\alpha < 0.05$

Table (12)

Summary of the second hypothesis results:

Calculated T	Indexed T	Importance of T	Nil hypothesis result	Correlation coefficient	R ²
9.556	1.9818	0	Reject	0.677	0.458

The single regression method was used and we found that of our readings of the results of the data as shown in Table No. (12) that the value of T = 9.556 was greater than its indexed value 1.9818, and based on that we reject the first hypothesis as current and accept it as alternative, which states that there is a relationship between the quality of services provided by the travel and tourism companies and the values affecting it in Jordan, where this relationship is strong at R=0.677.

The value of R² is 0.458%, which is a good explanatory value.

Testing the third hypothesis:

There is no statistically significant relationship between the price and the quality of services provided by the travel and tourism companies in Jordan $\alpha < 0.05$

Table (13)

Summary of the third hypothesis results:

Calculated T	Indexed T	Importance of T	Nil hypothesis result	Correlation coefficient	R ²
6.71	1.9818	0	Reject	0.542	0.294

The single regression method was used and we found that of our readings of the results of the data as shown in Table No. (13) that the value of $T = 6.71$ was greater than its indexed value 1.9818, and based on that we reject the first hypothesis as current and accept it as alternative, which states that there is a relationship between the quality of services provided by the travel and tourism companies and the values affecting it in Jordan, where this relationship is strong at $R=0.542$.

The value of R^2 is 0.294%, which is a good explanatory value.

Table (14)

Testing the forth hypothesis:

There is no statistically significant relationship between the speed and the quality of services provided by the travel and tourism companies in Jordan $_ <0.05$

Summary of the forth hypothesis results:

Calculated T	Indexed T	Importance of T	Nil hypothesis result	Correlation coefficient	R^2
7.58	1.9818	0	Reject	0.589	0.347

The single regression method was used and we found that of our readings of the results of the data as shown in Table No. (14) that the value of $T = 7.58$ was greater than its indexed value 1.9818, and based on that we reject the first hypothesis as current and accept it as alternative, which states that there is a relationship between the quality of services provided by the travel and tourism companies and the values affecting it in Jordan, where this relationship is strong at $R=0.589$.

The value of R^2 is 0.347%, which is a good explanatory value.

Testing the fifth hypothesis:

Table (15)

There is no statistically significant relationship between the speed and the quality of services provided by the travel and tourism companies in Jordan $_ <0.05$

Summary of the forth hypothesis results:

Calculated T	Indexed T	Importance of T	Nil hypothesis result	Correlation coefficient	R^2
5.14	1.9818	0	Reject	0.443	0.197

The single regression method was used and we found that of our readings of the results of the data as shown in Table No. (14) that the value of $T = 5.14$ was greater than its indexed value 1.9818, and based on that we reject the first hypothesis as current and accept it as alternative, which states that there is a relationship between the quality of services provided by the travel and tourism companies and the values affecting it in Jordan, where this relationship is strong at $R=0.443$.

The value of R^2 is 0.197%, which is a good explanatory value.

Results:

The factors affecting the quality of service are of the things to be adhered to and pursued by all employees in the organization and at all levels

Consequently the idea of preparing this study came into mind, the results were extracted in which they were in line with what the results of previous studies showed, especially in the studies that have been applied in the service sector, which confirmed that the quality of services provided by the travel and tourism companies is mostly affected positively by the improvement of the quality of the services provided in the travel and tourism industry.

The study found the following results:

- _ There is a statistically significant relationship between the quality of the services provided by travel and tourism companies and the factors influencing them in Jordan.
- _ There is a statistically significant relationship between price and quality of services provided by the travel and tourism companies in Jordan.
- _ There is a statistically significant relationship between the speed of service and quality of services provided by the travel and tourism companies in Jordan.
- _ There is a statistically significant relationship between continuous improvement and quality of services provided by the travel and tourism companies in Jordan.
- _ There is a statistically significant relationship between the performance of staff and the quality of services provided by the travel and tourism companies in Jordan.

Based on these results we can say that there is a positive relationship between the quality of tourism services offered by travel and tourism companies in Jordan and the factors affecting them.

Recommendations:

In light of the objectives and results of the study, the researcher recommends the following:

- 1 - Additional studies regarding the quality of services and the factors influencing them to see the impact of the cost of the organization in order to improve the quality of its services and achieve customer satisfaction, to assess the impact of that cost on the financial position of the organization, and see its positive or negative results on the situation of the Organization, as well as assess the market share of the organization accomplishing that goal.
- 2 - The management shall give great interest to the methods and ways to improve the quality of its services whether by employing qualified staff or employing advanced technology in its operations. It shall as well always look for excellence and to review their service performance, as well as creating a data base on customers and their level of satisfaction, and the level of services provided to them and its quality.

The documentation of this data shall be updated periodically.

3 - Promotional campaigns about the archaeological and tourist sites in Jordan at the local level, regional and global levels because of its importance in improving, advancing and supporting the national economy of Jordan, for this, the development of this sector and enhancing its capabilities and its potentials is essential.

4 - To improve and develop the quality of services provided by the travel and tourism companies in Jordan, including to live up to the expectations of customers, and by developing an integrated and comprehensive plan for the development of various aspects of this service.

5 - Interest in the proposals and complaints from tourists of whatever nature or size in one hand, and the process of studying these proposals or complaints on the other, where planned and programmed by a dedicated team to submit its recommendations to the decision-makers to take the appropriate action.

6 - To develop and improve the ports that provide services such as training and development of human resources in these companies and urging them to take specialized training courses, especially those with direct contact with tourists and to provide enough communication channels for tourists with companies, and provide parking for cars, follow-up with the customer after providing the services and presented souvenirs to them.

7 - Attention to all workers, including being equal and rewarding and motivating them by the company's management to make them feel good to be able to satisfy tourists and provide high performance, because if the individual is non-satisfied, he cannot satisfy others.

8 - To focus on the quality of service in the classified companies because it is considered as a comparative advantage in this competitive services market, the management of these companies shall realize how dangerous it is if some tourists shift to other companies for this, the administration has a duty to provide high levels of quality to attract more tourists.

The findings of the current study are important in the practical implications for both management in travel and tourism companies operating in Jordan, and to the program and policy makers, relating to the marketing of the tourism product of Jordan, however, this subject needs to have more field studies and research.

No	Statement	Very High	High	Medium	Low	Very Low
1	Staff seeks to provide level of quality service in order to gain the satisfaction of tourists.					
2	The staff give oral or written apologizing to the tourist for any failure in providing the services.					
3	Management pay Individual pay attention to all tourists individually.					
4	Staff make great efforts to keep the tourists by apologizing to tourists for any error that occurs.					
5	Staff apologize to the tourists when feeling even slight delays in service.					
6	Staff seek to be patient in dealing with tourists and to make every effort in their service.					
7	Workers in the travel and tourism offices have experience and competence in their field.					
8	Services are provided quickly and immediately to tourists.					
9	Staff responds to the needs of tourists regardless of the degree of their work.					
10	Some actions are cut by the staff in order to speed service tourists.					

11	Enough employees are available to render the service quick enough.					
12	The prices of services provided by the travel and tourism companies are close.					
13	The prices of services provided fit all categories of tourists' income.					
14	Travel and tourism companies are always seeking to offer discounts on the price of services for tourists.					
15	The prices are in alignment with the quality of tourism services provided.					
16	The travel and tourism companies renew and continue to diversify the tour programs and services.					
17	Travel and tourism companies are seeking to raise the level of performance of employees in order to enhance the highest level of quality.					
18	Tourists' suggestions are taken into consideration in regard to the quality of service provided.					
19	The décor is constantly renewed.					

20	Good relations between staff and tourists help getting the tourists to coming again.					
21	Tourists are greeted by employees when they enter the company in as if they knew them before.					
22	Staff treat tourists with courtesy and respect and in an appropriate manner.					

References

- 1-Baldawi, Nizar Filaih but Alaa Youssef (2008) **Menu**, Dar Wael for publication, Amman - Jordan.
- 2 - Hour, Muthana Taha, 2002, **Tourist guides**, Warraq Foundation, Amman, Jordan.
- 3 - hides Aida, **Monuments and tourist sites in Jordan**, a library of Imam Ali for publication and distribution, blue, 2002/2003.
- 4 - Marwan aggression (1996), **Tourism services**, Majdalawi Publishing and Distribution.
- 5 - Mahaawi, Ahmed Management (2009) **Quality of Service** Warraq House for publication and distribution.
- 6 - hawthorn, Khalil and Grace, Zahir (2003) **The effect of the price of the services provided by banks on customer satisfaction of the industrial sector in Jordan**. Masters, Amman Arab University for Graduate Studies, pp. 62.
- 7 - Abu Musa, Smho Ahmed Amin (2000) **The impact of service quality on profitability and customer satisfaction in Jordanian banks, a comparative study between the Housing Bank and Jordan Islamic**. master, Al al-Bayt University: p. 60.
- 8 - Shibley, Nabil Mohammed (2005), **Success and survival factors for restaurants**. Dammam, Saudi Arabia
- 9 - Naji al-Tai Hamid (2003) Assessment of Arab tourists for the quality of hotel services provided by operating hotels in Jordan. An analytical field study. **Journal of Studies. Management Science**, Vol 30 Number 1, p. 128.
- 10 - Interview, Khaled (2002) The quality of services in the hotel restaurants "**Mutah** Journal for Research and Studies, Vol. 7 Number 7, p 263
- 11 - Agus, A. (2000), A Linear Structural Modeling of Total Quality Management Practicesn Manufacturing Companies in Malaysia. **Total Quality Management**, 12 (5) PP.513-561.
- 12 - Hilmer Michael. (2000), **Does the Return to University Quality Differ From Transfer Students and Direct Attendees of Education Review**. PP.47-61.
- 13 - <http://kuiraq.com/attdc/appllication/a3-2010/alkhadamatalsiyahiyah>.