

# The Role of Hotel Staff in Returning Customers in the Five and Four Star Hotels(Case Study Dead Sea)

Mohammed Riyad Al-Dweik\*  
Luminus School of Hospitality & Tourism, Luminus Technical University College  
P.O.Box 83334 Amman 11118 Jordan

Ihab Ahmad Alomari  
Department of Tourism and Hotel Science, Al- Balqa Applied University

Mohammad Ragab Al- Laymoun  
Ammon Applied University College

Ranea Mohammad Qaddhat  
Tourism Management Department, Faculty of Tourism and Hospitality, The University of Jordan\Aqaba

Ehab Abdul Raheem Alshatnawi  
Tourism Management Department, Faculty of Tourism and Hospitality, The University of Jordan\Aqaba

## Abstract

The study aims to examine the role of hotel staff in returning customers in the five and four star hotels in the Dead Sea reserve. This research adopts, expediency sampling method to carry on a questionnaire and takes an employee of the hotel a research sample, and send 180 questionnaires and receive 120 questionnaires, The study adopts the SPSS software package carrying on by statistical analysis, we found a role of hotel staff in returning customers in terms of skills and appearance and a better service to satisfy the customers

**Keywords:** Returning Customers, Dead Sea reserve, TQM, Jordan,

## 1. Introduction

Today, businesses are seeking to prove their existence by providing the best services they can, so that these services outweigh the customers' expectations and requirements. Providing the best is the key to these organizations to achieve progress and excellence over their competitors. An environment that is rapidly changing and the usual way or way of doing business is not suitable for this environment. Hence, business organizations are obliged to search for all that can achieve their strategies in different ways and methods, which helps them achieve the highest levels of performance and excellence to reach the highest salaries of customer satisfaction. The customer has become a focus of attention and focus of many organizations that try to attract him possible ways and mean (Jorge et al, 2012)

This study aims to achieve the following objectives: Know the role of employees in the return of the customer to buy the tourism product through the skills and the overall appearance and provide the best service to satisfy the wishes of customers. And to know the role of tourism institutions to pay attention to staff in increasing quality and production.

The theme of TQM is one of the topics that is of great interest in the world of business organizations of all types and sizes, specifically in the tourism and hotel sector because TQM philosophy focuses on the customer and how to meet his growing needs and desires. And the sharing of all levels of management, in order to master the work from start to finish with minimal errors and possible costs. TQM also focuses on continuous improvement in all aspects of the organization, Organization as a basis for excellence.

The hotel sector is one of the most dynamic and vibrant service sectors, and is considered one of the most important destinations for the people of the region. The sector has recently grown rapidly due to the conditions in the region and the sector always strives to preserve the reputation that has permeated the mind. To provide services to the hotel's customers from within Jordan and abroad, by maintaining the quality of the services provided by the hotel.

Implementing TQM principles can enhance the quality of hotel tourism services that must meet the needs and expectations of customers, whether at the local or regional level. This study comes to examine the reality and level of awareness of employees in hotels 4 and 5 stars for the importance of applying the principles of TQM. Work environment has a positive influence on customer retention in guesthouses. (Kalulu et al, 2015)

The tourism establishments rely on reputation to provide products and services to reach the satisfaction of tourists. It is the source of real profitability and guaranteeing the continuation of their operations, and the lack of interest in the customer leads to the exit of the tourist market from the marketing point of view, not only in its productive buildings. The most valuable assets of the organization are in their markets, they are the customers

you deal with. The deterioration of fixed assets from an accounting point of view is a problem that can be solved by bringing in other assets. However, it is difficult for an enterprise to manage its operations when the customer abandons them. Customer satisfaction is therefore the focus of the entity's operations. Retention is based on conciliation (or harmonization) between the type of value the customer is looking for and the mix offered by the organization ( Chatura,2003). The value mix is determined by what customers want. It is a final outcome component for the following variables: (price, quality, and the amount of innovation in the product that it draws closer to satisfy customers from their available alternatives in the market; these variables are not financial but rather how they are, which is among the most important measures of organizational strategies. The client may be loyal to the organization because of the deregulation or the loss of the real alternative. He may also be loyal because he is satisfied with the products and services of the organization and wants to continue the relationship with them. Enterprises tend to take into account customer satisfaction as a vital strategy.

The main attraction at the Dead Sea is the warm, palliative, super salty water itself – some ten times saltier than seawater, and fertile in chloride salts of magnesium, sodium, potassium, bromine and various, others. The unusually warm, incredibly buoyant and mineral-rich waters have attracted visitors since ancient times

The Dead Sea is known in Hebrew (the Sea of Salt) is the lowest point on earth, enclosed by the stunning landscape of the Negev Desert. The shores of the Dead Sea are the lowest point on the surface of the earth, and the saline water of the lake gives the lead to the name 'Dead Sea' because no fish can survive in the salty waters. The other result of the salty water of the Dead Sea is their renowned health and healing properties and the unique feature that one can float naturally in them

.The Dead Sea area is considered one of the most important tourist areas for environmental healing in the world. It is characterized by a combination of natural factors, which makes it a competitive position in the region in the field of medical tourism and healing due to its unique climatic characteristics, whether it is free from moisture, qualified to treat many diseases especially the skin (Mohammad et al, 2011).

## **2. Objectives of the study:**

1. Know the role of hotel staff in returning customers in terms of skills and overall appearance and provide the best service to satisfy the wishes of customers.
2. Measure the factors that make the employee efficient to meet the needs and desires of the customers.
3. Role of management in increasing quality.
4. The role of the human element in the promotion and marketing process.

## **3. The importance of study**

That Jordan has reached a high salary and prestige in the field of tourism, but suffers from the problem of lack of duration of meetings and the repetition of the visit, and hence generated this study to address and identify the reasons behind the problem, and this study is the first of the studies that dealt with this aspect of tourism.

## **4. Study Hypotheses:**

- 1- There is a statistically significant relationship between the role of hotel employees in returning customers in terms of skills and general appearance and providing a better service to satisfy the desires of customers.
- 2 - There is a relationship of statistical significance between the concern of the institution staff and the increase in quality and production.

## **5. Previous studies:**

The administrative thought of the last century has witnessed the transformation of what is known as the "philosophy of the marketing orientation of the organization", that is, the focus of all its activities in the service of tourism. It is also important to clarify that the customer is the organization of the whole business, in the large and giant enterprises that adopt the concept of contemporary marketing, and it is not possible to distinguish between those who work in the marketing department, and those who work in the rest of the sections; because in such organizations works for everyone to serve the tourist, Hirschman The departure or leaving of some customers to the organization implies that customers have stopped buying the services of the organization, and the customers' statement of their complaint expresses their dissatisfaction with the organization. The departure of customers (or change) of their preference for the organization will have an impact on the organization's income in the long run (or long-term) perspective. The effect of this change is the change in the retention rate of customers taking an (not linear) form of long-term revenue impact. Even a slight increase or decrease in the retention rate has a significant effect on future revenue(Billy et al., 2010; Don,2012)

Study (Jay,207) clearly illustrates the importance of a long-term focus on superior service delivery on a firm's image. Service quality and customer satisfaction should, therefore, aim to enhance a long-term image of the firm in the customer's mind.

(Nha,1998) suggesting that the banking institution should have a strong image when customers believe

they are getting high value. Similarly, customer satisfaction and image perceptions are found to impact on service loyalty with satisfaction having a greater influence on loyalty than image. (Lesley, 2017) found five major factors deter customers from switching to an alternative service provider: switching costs; interpersonal relationships; the attractiveness of alternatives; service recovery; and inertia. These factors are mediated by dependence and calculative commitment. (Dian, 2018) show that there is significant influence between the variables of service quality, commitment, customer satisfaction, and customer retention. It was also found that the results of the variables commitment and customer satisfaction mediate the effect of service quality on customer's retention.

(Ka –shing, Henry, 2004) the study attempts to operationalize the concept of customer "rightness" and "wrongness" in terms of different configurations of attribute satisfaction and overall satisfaction. Based on the result of a discriminate analysis of satisfaction survey data, customers with different configurations of attribute satisfaction and overall satisfaction are re-examined in terms of switching intention, (Jay et al 200) identify the factors of image and customer satisfaction that are positively related to customer loyalty in the hotel industry.

(Bernd, et al, 201) there still is also no sufficient foundation for an estimation whether investments in customer clubs can be justified in comparison to several alternatives to gaining new customers or customer retention. To fill this gap in information, this paper focuses on the question of which kind of retention effects of customer clubs might exist and whether there is a scientific evidence of these effects. In the first step, a theoretical model and propositions of different retention effects of customer clubs are developed.

In a 1988 study of service companies, Hart pointed out that a 1% increase in customer satisfaction led to a 5% increase in return on equity (ROE). After that, Reichheld studied credit card sales in the US and found that increased customer retention efforts 5% in five years has led to a 60% increase in profits. The same is true in the Reichheld Sasser & 1990 study that the cost of retaining existing customers is five times lower than the cost of attracting new customers.

The study (Bushashi and Munir, 2017) examined the level of quality of tourist services provided by the tourist authorities of Chlef State, and consequently the loyalty of the tourist who receives these services, and the extent to which the quality of tourism services affect the loyalty of tourists to Chlef. This study focused on the impact of the quality of tourism services on the loyalty of tourists to the state of Chlef, and studies the relationship between the dimensions of the quality of tourism service in its five dimensions and the loyalty of tourists. That quality is one of the most important pillars of the success of any institution, including tourism institutions, and found that there is a significant impact of the quality of tourism services provided in Chlef on the loyalty of tourists. The level and quality of services in the region was average, which reflected the loyalty of visitors to the place, which was also average.

The study examined the effect of quality of service on the loyalty of customers to hotels in the city of Aden, Yemen. The most important results of the study were the relationship of the effect of statistical significance between the dimensions of hotel quality (response speed, Empathy, tangible aspects) and customer loyalty to the hotel. The study recommended that hotel management grant the workers the authority and give them sufficient support to carry out their work efficiently. The hotel staff should understand the needs of the customers carefully and pay attention to them. To them and fulfill their desires with sincerity and enthusiasm.

This study aims at identifying the nature of hotel services, evaluation the quality of hotel services and its relation to customer satisfaction, and highlighting the reality of the quality of hotel services and customer satisfaction through a case study of an Algerian hotel, Salim in Batna. The study found a number of results, the most important of which is that the sample of the study evaluates the hotel services provided to them in a healthy hotel in terms of each criterion of quality of service, a positive evaluation, and there are no differences between the views and impressions of the sample of the study sample are the hotel services provided by gender, Educational level, monthly income, place of residence, reason of stay in hotel, length of stay.

This study aims at diagnosing the extent to which five-star hotel employees understand the importance of implementing the principles of TQM in terms of customer satisfaction, commitment and support of senior management, continuous improvement and the involvement and empowerment of employees. To indicate the extent of significant differences in the employees' awareness of the importance of applying the principles, in addition to the relationship between some of the personal variables (experience, educational level, job level, size).

The study found that five-star hotel workers are aware of the importance of applying the principles of TQM. The results showed high levels of awareness of all TQM principles. And the absence of differences of statistical significance in the recognition of employees in five-star hotels to the importance of applying the principles of TQM due to some demographic variables.

Study (Buzazu, Amayra, 2010) This study aims at identifying the impact of quality of hotel services on the satisfaction of guests through the five pillars of the study (reliability, safety, empathy, response and physical requirements). The study reached some important results, Quality hotel services and all independent study variables on guest satisfaction. The study concluded that the management of five-star hotels should train hotel staff to improve response to guests because the response was the last to influence guest satisfaction.

JasminaGržinić (2007) this study aims to identify the impact of quality of hotel service, which is an important factor for success in business. The purpose of this paper is to show the importance of quality of service in the hotel industry from the theoretical point of view and quality of service measurement. The paper describes the most common standards for measuring QOS, the internal quality of service model and the SERVQUAL model.

The study found that all service quality determinants received negative differences between customer and service expectations, hotels were unable to meet what guests expected, and recommended that hotel managers focus on knowing the gap between what customers expect and what they actually get to make Modifications and improvements in order to deliver services as expected by customers.

The aim of this study is to measure the performance of the hotel's service "Quality from the point of view of guests and their relationship to their satisfaction" for five star, four star and three star hotels in the cities of Aqaba and Petra (Suleiman Al (Khatab, Jihad S. Aldehayyat, 2011). The results show that SERVPERF is a reliable and valid service quality measurement tool in the hotel sector. The study found that guests have a perception of quality of service in terms of empathy and minimal satisfaction of warranty, reliability and responsiveness. The alpha gronbac coefficient was 0.70 for all subjects;this indicates the internal adherence to the dimensions of the study with satisfaction. The researchers recommend that hotel managers should pay attention to both intimacy and empathy and work to improve them to suit what guests expect.

( Al Gilani, 2014)This study highlights the extent to which this culture or philosophy is applied in the service sector, specifically in the hotel service in some of the excellent service hotels in Riyadh and thus the extent to which they achieved the satisfaction of the guests. The scope of knowledge and application of TQM in the tourism service organizations (hotels) and their contribution to the satisfaction of guests. The research concluded with the most important results was the impact of TQM in achieving guest satisfaction. The most important recommendations are that hotel management should take into consideration environmental changes because this will enable it to keep abreast of developments in the external environment and thus reflect the internal procedures and procedures that make this factor one of the reasons contributing to the satisfaction of guests.

(Hassan, Rehab Ibrahim, 2004) This study aimed to know the extent of the application of the comprehensive quality methods to provide services of a distinct level seeking to satisfy the client. To what extent can TQM concepts be used to improve the quality of services provided in Sudanese hotels? The study reached a number of results, including lack of knowledge and knowledge of the concept of total quality of the most important factors that affected the non-application in the Sudanese hotels, the study showed that there is a lack of attention to the needs of customers. The recommendations of this study concern the concept of TQM and its application in the Sudanese hotels and the need for hotel management to innovate the management methods and concepts that lead to the provision of advanced and distinct services that lead to winning customer satisfaction.

## **6. Methodology:**

Through the study and the process of distribution of questionnaires to measure the level of management and satisfaction and other questions from the questionnaire was prepared in the questionnaire that was addressed to the category of employees in hotels (four and five stars), which are the basic sample in the study, and we went to a group of hotels that apply Subject of the study for the distribution of questionnaires, and when reviewing the management of multiple hotels for the questionnaires and take the approval and explain the purpose of the study and the responsibility of the responsibility that the subject is purely scientific and does not mean any purpose but to conduct a general research is not related to the management of these hotels specifically and does not mean the Stung it

### *6.1. Society Study:*

Managers and staff of 4 & 5 star hotels in Dead Sea

Stability of the study instrument:

To ensure the stability of the tool, the Kronbach Alpha equation was used on the original sample to determine the consistency coefficient of the instrument as a whole. The coefficient of stability was 0.85, which is high and sufficient for the study.

## **7. Discussion**

This section includes the presentation of the results of the study, which aims to know the role of the employee in the process of frequent visits to customers in four and five stars, as follows:

Distribution of the sample according to the classification of the hotel.

Table 1. Distribution of sample members according to the classification of the hotel

Hotel	frequency	percentage
Five Stars	80	66.7%
Four Stars	40	33.3%
Total	120	100

Table 2. The distribution of the study sample according to the department

Section	Frequency	percentage
House keeping	14	11.7%
Food and Beverage	48	40.3%
front offices	32	26.7%
Security	2	1.7%
Finance	14	11.7%
HR	4	3.3%
Maintenance and purchases	6	5.0%

Table 3. Distribution of the sample according to the job title

Job title	Frequency	percentage
housekeeping	8	6.7%
Housekeeping Supervisor	3	2.55%
Waiter	22	18.3%
Assistant Restaurant Manager	2	1.7%
Porter	6	5.0%
Supervisor	10	8.3%
Captain	12	10.0%
Staff Reservation	8	8.3%
Security	2	1.7%
Chef	2	1.7%
Front desk	4	3.3%
Reception	9	15.0%
Accounting Supervisor	4	3.3%
Human Resources Supervisor	4	3.3%
Restaurant Manager	2	1.7%
Data entry	4	3.3%
Accounts	2	1.7%
Staff purchasing	2	1.7%
Accountant	10	8.3%
Supervisor of Food and Beverage	2	1.7%

The first hypothesis: There is a role for hotel staff in returning customers in terms of skills and overall appearance and provide a better service to satisfy the wishes of customers.

To verify the validity of this hypothesis, the arithmetical averages and standard deviations were calculated for all the first and total strata. One-Sample t-Test was also applied to the field, Table 4,

Table 4. Averages, standard deviations, and the degree of approval of items expressing the first field of study

Item	Arithmetic average	S.D	Degree of approval
Your current basic salary compared to the size of your duties and responsibilities at work is satisfactory to you.	2.70	1.38	Medium
The annual stimulus represents a significant incentive to increase your productivity at work	2.68	1.38	Medium
The annual incentive you receive this year is fair and satisfying to you	3.28	1.24	Medium
Your manager will discuss your performance during the evaluation process (explanation, of weaknesses and development potential)	2.70	1.24	Medium
The result of your performance assessment effectively reflects your performance	2.43	1.20	Low
Your monthly salary is an obstacle to your service to customers	2.48	1.28	Low
In your opinion giving the powers in the work increases the productivity	1.90	1.00	Low
Your direct manager treats you fairly and transparently	2.53	1.27	Medium
Your direct manager develops your performance and increases your practical experience	2.45	1.17	Low
You will find an appreciation for your manager if you have a special or additional job	2.78	1.28	Medium
Intuitive stimulation by your manager increases your productivity at work	1.93	1.01	Low
Do you feel that you are qualified enough to deal with customers so that they give a special impression of where you work	1.87	0.89	Low
Do you think that you have adequate training to work in this profession and that the program you have been	2.13	1.05	Low
Trained in is commensurate with what you are doing?	1.77	0.96	Low
	2.23	1.05	low

Table (4) shows that the averages for all the paragraphs ranged between (1.77 - 3.28), where the highest of paragraph (3) is "the annual incentive to be paid this year is fair and satisfactory to you" "You will find an appreciation by your manager if you do a special or additional work" with an average of 2.78 and an average rating, while the minimum mean of paragraph 14 is "Do you wish to have continuous training and qualification programs and a well-studied scientific curriculum for developing Performance "with a low rating, and the overall mean of the total as a whole (2.39) with a low rating.

Table 5. Results of a test application (One Sample T-test) on the first hypothesis

Item	Arithmetic average	t- Test	Degrees of freedom	Sig.
Role for hotel staff in returning customers in terms of skills and overall appearance and provide a better service to satisfy the wishes of customers	2.39	7.314-	59	0.00

Table (5) shows that the value of (T) for the field as a whole (the role of hotel employees in returning customers in terms of skills and overall appearance and providing better service to satisfy customers' desires) was (7.314) This shows acceptance of the premise that "there is a role for hotel staff in restoring customers in terms of skills and overall appearance and providing better service to satisfy customer desires", but not effectively.

The second hypothesis: There is a role for the institution's interest in increasing quality and production.

To verify the validity of this hypothesis, the arithmetical averages and standard deviations of all the fields of the second and the total were calculated. One-Sample t-Test was also applied to the field.

Table 6. Averages, standard deviations, and the degree of approval of items expressing the first field of study

Item	Arithmetic average	S.D	Degree of approval
Does your organization care about your empowerment?	2.87	1.14	Medium
The organization you work with is only qualified and does not seek to develop them	3.03	1.13	Medium
There is a feeling that your organization is working to balance the interests of the business and your interest as an employee so that you are encouraged to do your best	2.50	1.33	Medium
Do you discuss with your responsibility to work around the problems and difficulties encountered in working to reach the best levels	2.30	0.94	Low
This allows you to discuss business matters and develop performance, but only receive the order	2.63	1.29	Medium
There is a sense of belonging to the institution in which you work	2.67	1.28	Medium
There is a feeling that your organization deserves you if you always say develop your abilities to increase productivity	2.67	1.14	Medium
Total	2.67	0.66	Medium

Table (6) shows that the mathematical averages for all the paragraphs ranged between (2.30 - 3.03), where the top of paragraph (2), "the institution in which you work is limited to your qualifications and does not seek to develop them" 1) Does your institution care for your care and rehabilitation at an average of 2.87 and an average rating, while the minimum mean for paragraph 4 is "Do you discuss with yourself your responsibility for working around the problems and difficulties you face in working for Link to the best levels "with a low rating, and the total arithmetic average of the total as a whole (2.67) with an average rating.

Table 7. Results of a test application (One Sample T-test) on the first hypothesis

Item	Arithmetic average	t- Test	Degrees of freedom	Sig.
The role of the organization with attention in the staff to increase quality and production	2.67	3.909-	59	0.00

Table (7) shows that the value of (T) for the field as a whole (the role of the institution in the interest of employees to increase quality and production) reached (3.909), which is a statistically significant value at  $\alpha = 0.05$ , There is an interesting role of the organization in staff to increase quality and production, "but moderately.

## 8. Result

After conducting the statistical analysis on the study tool, the following was reached:

Accepting the premise that "there is a role for hotel staff in restoring customers in terms of skills and overall appearance and providing better service to satisfy customer desires," but not effectively. The value of (T) for the entire field (the role of hotel staff in returning customers in terms of skills and appearance and a better service to satisfy the customers' desires) (7,314), which is a statistically significant value at the level of significance ( $\alpha = 0.05$ ).

Acceptance of the hypothesis that "there is a role of interest in the staff to increase quality and production", but moderately, where the value of (T) of the field as a whole (the role of the institution in the interest of staff to increase quality and production) (3.909), which is a statistical value at the level of significance ( $\alpha = 0.05$ ).

The number of employees who were morally active in this work was normal (35) percentage points (58.3%), while the number of employees who were morally active at work was low (11) percentage points (18.3%).

The highest percentage of respondents' responses to the employee's plan to continue working (16) for the period (1 to 2 years) was 26.7%, while the lowest percentage (10.0%) for the period (more than five years).

The importance of developing the skills of the employees and giving the public appearance a great deal of interest, as it emerged that they are important factors in satisfying the wishes of customers and encourage them to repeat the return to these hotels as they have taken an excellent impression of them, which motivates them to continue and hesitant.

For the success of the productive process in these hotels, it turns out that their departments should pay more attention and focus on the important role played by the employee as the main lever and the main element in production.

And that this concern stems from the need to recognize that the more attention departments to their staff in terms of increasing training and raise the level of efficiency to them the greater the proportion of qualification and awareness of the right to deal with customers, which increases the positive and reduces the negatives and this is a great success in reaching the results expected from the sample production , And otherwise, it will judge

these institutions failure and inability to continue to maintain the level of performance and this in itself leads to the failure of the worst unless more effort and attention to raise the level of quality and production in the category of employees.

There is a significant decrease in the morale of employees, and cannot ignore the importance of this element in the impact on the level of performance, as it is directly proportional to the process of production.

The higher the morale, the higher the level of performance and vice versa, and the analysis of the results shows that the departments should give this aspect a high percentage of interest to work to raise the level of morale and this requires searching for methods and means that lead to achieve this result, An important subject for study.

Through the extraction of the results of statistical analysis has emerged an important aspect in the sense of staff, which is on two sides of moral and material, both of the importance of the highest so that they are linked organically, and the sense of the correctness of all manifestations in terms of location and status and privileges and so on in addition to the sense of disproportion of the workload And the responsibility given to them with the salaries and privileges of Mali, this sense comes into their hands and make them fail to work not only in the development of the level of performance and therefore this will lead to failure to achieve the desired results, and this requires the departments of the balance between the effort and the return in addition to create a system of motivation so that less between the staff spirit of competition and that the competition is honorable and positive and not negative, which leads to hostility and conflict, and the more successful departments to achieve this whenever reflected success on their work and desired results.

Not to mention the need to get out of the cycle of routine bureaucratic work, but there must be opportunities and readiness for creativity and development and stay away from routine work.

It is also a result of the statistical analysis that there is a high percentage of employees who do not wish to continue working in these hotels for more than a year to two years, which makes us warn the departments that they must move immediately to know the reasons and imbalances in the administrative process.

This is a high percentage of those who think of leaving the work of these institutions that make us say the sound of the alarm because that indicates the lack of belonging and lack of interest and unwillingness to work in them, and that the employee certainly is experimenting with other alternatives better, even if found that the site in which it deserves the stability and sacrifice of what Think of renewal and the search for another job, that feeling says that it must move quickly to search for these reasons and work to find the appropriate solutions so as not to reach these hotels to a time where the lack of qualification and the trainer to work in them, which leads to confusion and work on the continuation of EGA alternatives and this is reflected Negatively on the level Performance.

The need to promote the principle of focus on the permanent customer, because they form the core of TQM, and can be by continuing to listen to learn more about their requirements, expectations and fulfillment.

## References

- Abu Rumman.M, Jawabreh.O, Alhyasat.K, Husam H.(2013) The Impact of Work Environment on the Average of Job Turnover in Five-Star Hotels in Al-Aqaba City.*Business Management and Strategy*, 4, 2, URL: <http://dx.doi.org/10.5296/bms.v4i2.4020>
- Ahmed, T., & Jawabreh, O.A. (2012). Impact of Customer Relationship Management of Hotel (A Case study UmaidBhwan).*Asian Journal of Finance & Accounting*, 4(1).<http://dx.doi.org/10.5296/ajfa.v4i1.1362> .
- Alananzeh.O,Ra'ed M, Omar J, Ali A, Randa H.(2018). The Impact of Customer Relationship Management on Tourist Satisfaction: The Case of Radisson Blue Resort in Aqaba City, *Journal of Environmental Management and Tourism*, Volume IX, Issue 2 (26) spring.
- Al-Hussein, M., Jawabreh, O., Alananzeh, O., & Ali, M. (2015). The Impact of Understanding the Behavior of Workers on the Success of Management(A Case Study of Five Star Hotels in Aqaba), *Journal of Management Research*, (7)3,pp. 51-70.<http://dx.doi.org/10.5296/jmr.v7i3.7115>.
- Al Jilani, Mohammed, H.(2014). Total Quality Management in Hotel Service and its Impact on Hotel Guest Satisfaction: Case Study of Some Five Star Hotels in Riyadh, *Ramah Research and Studies* , Issue 14, pp.204-227.
- Alshawagfih.K,Alananzeh.O.Jawabreh,O.(2015). THE FOUNDATIONS OF SELECTING CULTURAL TOURISM PRODUCT IN JORDAN, *European Scientific Journal* , vol.11, No.29
- Bernd Stauss, Klaus Chojnacki, Alexander Decker, Frank Hoffmann, (2001) "Retention effects of a customer club", *International Journal of Service Industry Management*, Vol. 12 Issue: 1, pp.7-19, <https://doi.org/10.1108/09564230110382745>
- Billy Wadongo, Edwin Odhuno, Oscar Kambona, Lucas Othuon, (2010) "Key performance indicators in the Kenyan hospitality industry: a managerial perspective", *Benchmarking: An International Journal*, Vol. 17 Issue: 6, pp.858-875, <https://doi.org/10.1108/14635771011089764>.
- Chatura Ranaweera, Andy Neely, (2003) "Some moderating effects on the service quality-customer retention

- link", *International Journal of Operations & Production Management*, Vol. 23 Issue: 2, pp.230-248, <https://doi.org/10.1108/01443570310458474>.
- Chatura Ranaweera, Jaideep Prabhu, (2003) "The influence of satisfaction, trust and switching barriers on customer retention in a continuous purchasing setting", *International Journal of Service Industry Management*, Vol. 14 Issue: 4, pp.374-395, <https://doi.org/10.1108/09564230310489231>.
- Don Jyh-Fu Jeng, Thomas Bailey, (2012) "Assessing customer retention strategies in mobile telecommunications: Hybrid MCDM approach", *Management Decision*, Vol. 50 Issue: 9, pp.1570-1595, <https://doi.org/10.1108/00251741211266697>.
- Dian Anggraec Sigit Parawansa, (2018) "Effect of commitment and customers' satisfaction on the relationship between service quality and customer retention in rural banks in Makassar, Indonesia", *Journal of Management Development*, Vol. 37 Issue: 1, pp.53-64, <https://doi.org/10.1108/JMD-12-2016-0303>
- Fahd ,M, (2015). The Effect of Quality Hotel Services on Reda Guests of Five Star Hotels in Amman, Master Thesis, Marketing Specialist, Graduate School, Zarqa University, Jordan.
- Hassan, R, I.(2004). Measuring the Impact of the Application of Total Quality Management in Sudanese Hotels Services, *University of Sudan Science and Technology*.
- JasminaGržinić, CONCEPTS OF SERVICE QUALITY MEASUREMENT IN HOTEL INDUSTRY, *Economic Thought and Practice*, No.1 July 2007.EKON. MISAO PRAKSA DBK. GOD XVI.(2007) BR. 1. (81-98)
- Jay Kandampully, Dwi Suhartanto, (2000) "Customer loyalty in the hotel industry: the role of customer satisfaction and image", *International Journal of Contemporary Hospitality Management*, Vol. 12 Issue: 6, pp.346-351, <https://doi.org/10.1108/09596110010342559>.
- Jawabreh,O,Alananzeh,O,Shatnawi.H.(2015). Managing Tourism Effects for Attitudes of Jordanians Towards Tourism: The Case of Petra,*European Journal of Social Sciences*, Vol. 48 No 1
- Jawabreh, O., Al Jaffal, T., Abdelrazaq, H., & Mahmoud, R. (2018). The Impact of Menus on the Customer Satisfaction in Restaurants Classified in Aqaba Special Economic Zone Authority (ASEZA), *Journal of Tourism, Hospitality and Sports*, 33.
- Jawabreh, O.A.A. (2017). Distinction of Jordan as a Destination for Religious Tourism. *Journal of Environmental Management and Tourism*, (Volume VIII, Fall), 6(22): 1171-1182. DOI:10.14505/jemt.v8.6(22).03
- Jay Kandampully, Hsin.Hui Hu, (2007) "Do hoteliers need to manage image to retain loyal customers? ", *International Journal of Contemporary Hospitality Management*, Vol. 19 Issue 6, pp.435-443, <https://doi.org/10.1108/09596110710775101>.
- Jean-Charles Chebat, (2002), *The interplay of cognitions and emotions in building services customers retention*, in Arch G. Woodside, Ellen M. Moore (ed.) *Essays by Distinguished Marketing Scholars of the Society for Marketing Advances (Advances in Business Marketing and Purchasing, Volume 11)* Emerald Group Publishing Limited, pp.17 – 56.
- JenetManyiAgbor , (2001). The Relationship Between Customer Satisfaction and Service Quality : a study of three service sectors in Umea student Umea School of Business Spring Semester MastersThesis,No 4.
- Jorge Teixeira, Lia Patrício, Nuno J. Nunes, Leonel Nóbrega, Raymond P. Fisk, Larry Constantine, (2012) "Customer experience modeling: from customer experience to service design", *Journal of Service Management*, Vol. 23 Issue: 3, pp.362-376, <https://doi.org/10.1108/09564231211248453>.
- Kalulu Ronaldl, Kiconco Michelle 2, Keandre Provia.(2015). Work Environment, Service Quality and Customer Retention in Guesthouses in Uganda; Case of Kampala District, *Journal of Tourism, Hospitality and Sports*, Vol. 14.
- Ka -shing Woo, Henry K.Y. Fock, (2004) "Retaining and divesting customers: an exploratory study of right customers, "at-risk" right customers, and wrong customers", *Journal of Services Marketing*, Vol. 18 Issue: 3, pp.187-197, <https://doi.org/10.1108/08876040410536495>
- Khalifa Ahmed, Abdullah A. Al-Hafeez,(2011). The Effect of Quality of Service on Customer Loyalty, *Khartoum University Journal of Administrative Sciences*, Volume 4, No.2,
- Laila's W, Yahyaoui E. (2016). Evaluation of the Quality of Hotel Services and the Level of Customer Satisfaction with Them: Case Study, *Journal of Business Administration and Economic Studies*, vol. 2, no. 2.
- Lesley White, Venkata Yanamandram, (2007) "A model of customer retention of dissatisfied business services customers", *Managing Service Quality: An International Journal*, Vol. 17 Issue: 3, pp.298-316, <https://doi.org/10.1108/09604520710744317>.
- Mohammad .A, Omar .J, Khalid A, Mohammed .A.(2011 ). Tourism Promotion through the Internet (Websites) (Jordan as a Case Study), *Asian Social Science*, Vol. 7, No. 6; doi:10.5539/ass.v7n6p125.
- Mohammed I. Eraqi, (2006) "Tourism services quality (TourServQual) in Egypt: The viewpoints of external and internal customers", *Benchmarking: An International Journal*, Vol. 13 Issue: 4, pp.469-492, <https://doi.org/10.1108/14635770610676308>

- Mohinder Chand,(2010). The impact of HRM practices on service quality, customer satisfaction and performance in the Indian hotel industry, *The International Journal of Human Resource Management*, Volume 21, Issue 4.
- Nha Nguyen, Gaston LeBlanc, (1998) "The mediating role of corporate image on customers' retention decisions: an investigation in financial services", *International Journal of Bank Marketing*, Vol. 16 Issue: 2, pp.52-65, <https://doi.org/10.1108/02652329810206707>
- Nadia Bouchashi, Nouri Munir (2017), Quality of Tourism Service and its Impact on Enhancing Tourist Loyalty with a Field Study of How to Provide Tourism Service to the Chlef Region, *The Academy of Social and Human Studies*, No. 18.
- Nwokah. G, Stephen M. O.(2016). Brand Trust and Customer Retention: A Survey of BrandedAutomobile Dealers in Port Harcourt, *Journal of Tourism, Hospitality and Sports*, Vol.23
- Omar A.A. Jawabreh, Mohammad Nayef Alsarayreh2.(2017). Analysis of Job Satisfaction in The Hotel Industry: a Study of Hotels Five- Stars in Aqaba Special Economic Zone Authority (AZEZA), *International Journal of Applied Business and Economic Research*, Volume 15 , Number 19 (Part-II).
- Omar A A JawabrehMozfi Amya.(2011).Mutual Impact between Tourism and the Host Community (A Case Study of Wadi Rum, *European Journal of Social Sciences*,Volume 19 , Number 1.
- Omar AA Jawabreh.(2014).The Impact of Customer Relationship Marketing by Aqaba Economic Zone" A Case Study of Five Stars Hotels,*International Journal of Academic Research in Accounting, Finance and Management Sciences*,Volume 4 , Number 1. URL: <http://dx.doi.org/10.6007/IJARAFMS/v4-i1/583>
- Suleiman Al Khattab, Jehad S. Aldehayyat, (2011). Perceptions of Service Quality in Jordanian Hotels, *International Journal of Business and Management*6(7):226-233 ·