The Relationship between the Quality of Tourism Transport Service and the Increasing Market Share of the Organisation (Analytical study in Iraqi Airways)

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The focus on quality management systems is one of the mechanisms that have proven their efficiency in meeting the requirements of modern times and achieving success for organisations, including the adoption of the quality of tourism transport service to increase the market share of business organisations, especially Iraqi Airways because it is the official national carrier in Iraq. The study aims to determine the nature of the impact of the quality of tourism transport service dimensions (response, reliability, tangibility, safety and empathy) to increase the market share of Iraqi Airways. The focal point of the study was formulated in several questions centred on the nature of the correlation between its variables, especially the basic question: to what extent does the quality of tourism transport service contribute to increasing the market share of the company? The study intends to provide a theoretical framework linking two important variables (the quality of tourism transport service and market share) and measure the relationship between them to achieve results that enable the company to increase its market share, as well as directing the attention of Iraqi Airways to the advantages achieved by the adoption of the quality of tourism transport. The researcher adopted the descriptive analytical approach in the completion of the study, which included a sample of (150) individuals distributed to some department managers and their assistants and public officials (75), and questionnaires distributed to some passengers (75) selected randomly from Iraqi air boarding lines for statistical analysis. The questionnaire was adopted as the main tool in data collection and included (42) questions: note that invalid questionnaires were collected and redistributed, in addition to conducting personal interviews as a tool in data collection, using the study program (Spss V.25, Amos V 25). With the appropriate statistical methods for the study, including frequency

distribution, arithmetic mean, determination coefficient (R2), path analysis, empirical factor analysis, etc. to test the hypotheses, the most prominent conclusions of the study were: the level of safety achieved the highest score among the five dimensions; most travellers agreed on the importance of safety in the investigation; the quality of the tourist transport service is high.

Key words: *Quality of tourism transport service, market share.*

Introduction

Transport is the backbone of the tourism, travel and trade industry and is a major item in tourist spending, especially international tourism. We find a close link between transportation and human civilization, and since the late nineteenth century, vehicles, ships and railways have come into common usage. Aviation systems and cars spread widely, and ships developed in terms of capacity and function, as transportation systems and companies and lines began to crystallise into a major corner in the field of human travel – that of luxury tourism –and spread to car rental along the highways to entice tourists of all kinds. It is sold as a comprehensive transport service (land, water, air), amid competition between transport companies in terms of prices and level of service (Taouti, 2008).

The study included a main hypothesis from which (5) sub-hypotheses emerged – the questionnaire was adopted as a tool and ratio for the collection of data and information on the practical side (Gabali, 2010). It included (42) questions covering its variables, and was distributed to a sample of (150) individuals to tabulate the results, and then using several appropriate statistical methods (Al-Mutairi, 2010).

Study Methodology and Some Previous Studies

A set of questions arise in the direction of the contents of the title of the present study, from which direct questions (general) and others are formulated and hypotheses are analysed statistically (in particular), indicating the importance of the study and its objectives and the preparation of a hypothetical model to determine the relationships between independent and approved variables, and then measured to reach the desired results (Al-Ayhar, 2005).

First: The Problem of the Study

The quality of the tourism transport service is one of the distinct and clear services in the tourism services market, needing continuous special attention by the tourism organisations. One of the most important factors influencing the attractiveness of customers' competitive

location of the tourism organisation in the market, we must pay attention to the quality of this service to raise the market share (Student, 2004). This indicates the confidence of customers (travellers) dealing with Iraqi Airways and achieves the desired objectives, and here the problem of the study is determined by the following key question: how much does the quality of the tourist transport service contribute to raising the market share of Iraqi Airways? (Al-Zu'bi, 2005); (Al-Zaywani, 2004)

The following sub-questions emerge from them:

1- What is the level of the quality of the tourist transport service and increasing the market share in the Iraqi Airways field? (Meziane, 2010)
2- Is there adoption of the concept of the quality of tourist transport service in Iraqi Airways?
3- Is there a correlation between the quality of the tourist transport service and the increase of the market share in Iraqi Airways at the field level?

Second: The Importance of the Study:

It lies in the following:
The importance of research is based on the fact that it presents a comprehensive framework to test the relationship between the quality of the tourism transport service and its impact on raising the market share of Iraqi Airways, which plays an important role in ensuring the success of the departments of the Ministry of Transport: and on the other hand, focussing on the service provided to travellers through attention to the required levels of transport quality appropriate to achieve a high market share in the tourism business market.

The importance of the study is as follows (Almubairik, 2002):

1- The importance of the variables researched (quality of tourism service, market share) and measure the relationship between them to achieve results that enable the company to increase its market share (Belabes and Zoghba, 2013).
2- The importance of the study lies with the results, recommendations and future proposals that will help in strengthening the quality of tourism transport service to achieve increasing the market share that the Iraqi Airways Company seeks to reach (Abdul Samad et al., 2017).
3- This study is a new scientific addition in the field of scientific and practical knowledge to link the quality of Iraqi tourism transport service with the market share of Iraqi Airways.
4- Directing the attention of the Iraqi Airways Company to the advantages achieved by adopting the entrancing quality of the tourist transport service and connecting the effect of this to increased market share.

Third: Objectives of the Study

The study seeks to draw clear lines through which we can reach pre-defined goals as follows:
1- Determine the nature of the relationship between the quality of tourism transport service dimensions (tangibility, safety, response, reliability and empathy) and increasing the market share of Iraqi Airways.
2- Theoretical and practical study of the variables of the study (the quality of tourism transport service and increased market share).
3- Provide appropriate proposals to activate the quality of tourism transport service and its success in increasing the market share of Iraqi Airways.
4- give greater attention to the quality of tourism transport service and its role in achieving increased market share for Iraqi Airways.

Fourth: The Hypothesis Plan for the Study

The hypothesis chart of the study is crystallised through the study of the nature of the correlations between the study variables (the quality of tourism transport service and the market share) as shown in Figure (1) to illustrate the dimensions of the study variables in the light of the questions of the problem and intellectual premises that provided for the impact between the study variables, which consists of the independent variable (Maraimi, 2017). The quality of the tourist transport service and the variable adopted to represent the market share of the organisation (Solutions and Shehli, 2015).

Figure 1: Hypothesis of the study
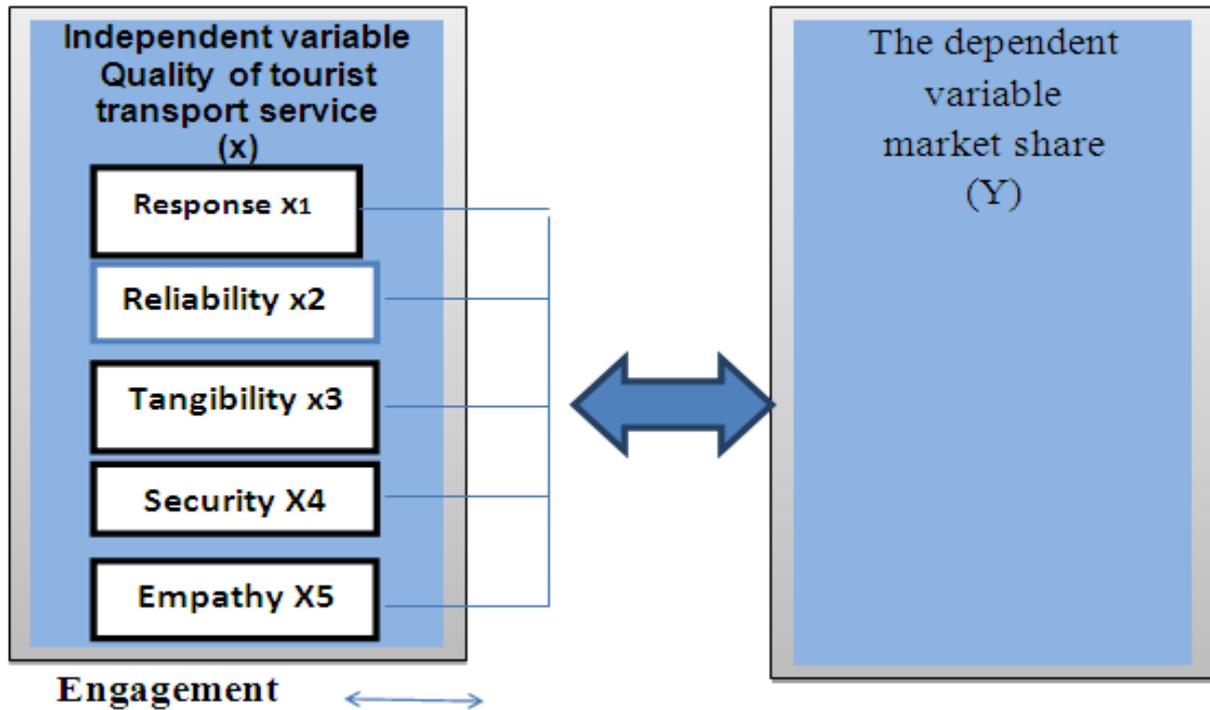
Source: Preparation of the researcher based on relying on some relevant literature

Fifth: Hypotheses of the Study

The First Main Hypothesis: There is a significant correlation of statistical significance between the quality of tourism transport service and increasing the market share of the company (Ministry of Transport - Iraqi Airways - Planning and Follow-up Section, 2019)**.**

Sixth: Study Methodology

The researcher adopted the current study descriptive-analytical method.

Seventh: Limits of the Study

1- **Time Limits**: The study period was prepared in both theoretical and practical aspects, as it determined the period from 1/10/2018 to 1/7/2019, during which the questionnaire was distributed and retrieved at the Iraqi Airways Company and from several passengers on its planes (Poku, 2012).

2- **Spatial Limits:** The study was conducted on the Iraqi Airways Company within the geographical area of the city of Baghdad.

3- Human Borders: The study adopted the collection of data and information from senior and middle administrations, which includes (the Director General and directors of administrative and operational departments and their assistants and officials of the people) in Iraqi Airways (Hallassi, 2009).

Eighth: Society and Sample of Study

The Iraqi Airways Company was selected as a community for the study to apply the practical side, as the study population consisted of the upper and middle administrations represented by (the general manager, the directors of the administrative and operational departments and their assistants, and the public officials) in the Iraqi Airways Company, which reached (110) employees and several passengers. The sample for the study totalled (150) questionnaires, distributed by (75) to some department managers and their assistants and public officials, and (250) questionnaires distributed to some passengers aboard Iraqi Airways planes (random sample). Pulled out at random were (75) questionnaires for statistical analysis, which provided that the number of independent variable size is equal to the number of dependent variable size. Note that invalid questionnaires were redistributed to others.

Ninth: Methods of Data Collection:

For the purpose of reaching the results to achieve the objectives of the study, the data and information necessary for analysis were relied upon by:

1- Theoretical Sources: The use of Arab and foreign sources of scientific books, scientific researches, theses and Iraqi and Arab and foreign publications, whether in Iraqi or Arabic libraries or through the Internet.

2- Practical Side: For the study, the researcher relied on a set of statistical tools used in data collection, including:

A- Questionnaire: The main source was to obtain the raw data, as it is one of the tools used that is appropriate in the field of analytical descriptive study, and then develop the questionnaire for this study by reviewing the relevant literature to obtain appropriate measures to serve its directions, as in Annex (1).

B - Personal interviews: The researcher conducted several field visits to the Iraqi Airways Company and the relevant departments, where personal interviews were conducted (for the study sample represented by the general manager, department directors and their assistants and public officials) as in Annex (2).

3- Official sources: This includes the official records obtained as well as the documents related to the organisational structure and sections of the researched company, as in Annex (3).
Source: Iraqi Airways / Planning and Follow-up Section

Tenth: Statistical Methods and Measures Used in the Analysis.

1- Confirmatory Factor Analysis: This analysis is one of the advanced statistical methods and has multiple uses, including use in evaluating the ability of the factors model to express in the actual data set in the comparison between the models of factors in this area (Tigze, 2012: 229).

2- Exploratory Factor Analysis: It is considered one of the advanced statistical methods, which has several uses, including the constructive exploratory validity test of the questionnaire, especially that this type of analysis is used in cases where the relationships between the variables and the underlying factors are unknown, so the exploratory factor analysis aims to discover the factors to which the variables are classified (Duden, 2018).

3- Latent Root (Eigenvalue): The latent root measures the magnitude of variance in all variables calculated on a single factor. The latent root value is not a ratio of the interpretation of variance, but rather a measure of the magnitude of the variance used for approach objectives (Dudin, 2018).

4- **(KMO) Scale**: Measures the adequacy of the sample population to achieve the conditions of conducting a global analysis that should not be less than 0.50 (Dudin, 2018).

5- Bartlett Test: Used to test a relationship between variables as a condition for applying factor analysis (Duden, 2018).

6- Weighted Mean: is a value that gives an initial indication of the nature of the data and is used to determine the level of sample responses to questionnaire paragraphs and is expressed in the following equation: = $(\sum x_i w_i) / (\sum w_i)$.
$\sum x_i w_i$ = total quotient (multiplying each view * its own weight), $\sum w_i$ = sample size (quality, 2010).

7- Standard Deviation is used to measure the dispersion of the responses of the sample of the travellers from their mean, which shows the homogeneity of the sample responses (Gouda, 2010), expressed by the following equation:

$$S = \sqrt{\sum_{i=1}^{n} \frac{(X_i - \overline{X})^2}{n-1}}$$

8- The Relative Importance: It is the relative weight of the weighted mean, and we get it by dividing the weighted mean of each phrase by the highest score taken by the Likert pentagon, which is five times one hundred.

9- Coefficient of Determination R2: is used to determine the percentage of interpretation of the dependent variable (or independent variables) of the dependent variable.

10- Correlation coefficient Spearman: is used to measure the strength of the relationship between two variables (Naimi, 2008) and is expressed as: r = 1- (6$\sum$ 〚di〛 ^ 2) / (n (n ^ 2) - 1).

11- The F-TEST: is used to determine the significance of the linear relationship between the independent variables and the dependent variable, expressed by the following equation:
F = (average sum of regression squares) / (average sum of error squares).

12- Test (Z-TEST): used to know the significance of the correlation between two variables if the sample size is more than thirty. In other words, it is used to test the hypotheses of the correlation between variables (Naimi, 2008).
Z = Simple Correlation Coefficient Multiplied by the Root of the Sample Size Minus One

13- Gradual multiple-linear regression analysis: this advanced statistical method is used to determine the most independent variables affecting the dependent variable.

14- Cronbach's Alpha: is used to indicate the reliability of the data obtained from the distribution of questionnaires.

On the sample studied, the higher the value of this indicator (0.700), the higher the stability (quality, 2009).

The First Topic: The Theoretical Framework of the Study

1- Quality of Tourist Transport Service

The organisations operating in the world today face many challenges such as increasing the number of service organisations and the intensity of competition among them. These service organisations have tended to pay attention to the quality of their services and excellence among the organisations competing in the market by serving customers and focussing on them.

Second: The Importance of the Quality of Tourism Transport Service

The importance of the quality of tourism transport service can be mentioned as follows: (Daraka, 2001).

The importance of quality in the service of passengers is at the centre of tourism transport companies.

*Third: The Characteristics of Tourist Transport*

We can show the characteristics of tourist transport as follows: (Bel Abbas and Zabhba, 2013), (Moussawi, 2015)

Fourth: Types of Tourist Transport

The tourism process is not limited to a single means of transport but may often include all means, which can include the following types: (Ashmawi, 2005), (Al-Sharaei, 2011), (Saudi, 2017).

Figure 2

Tourism Transport

1- Land transport   2- Shipping   3- Air transport
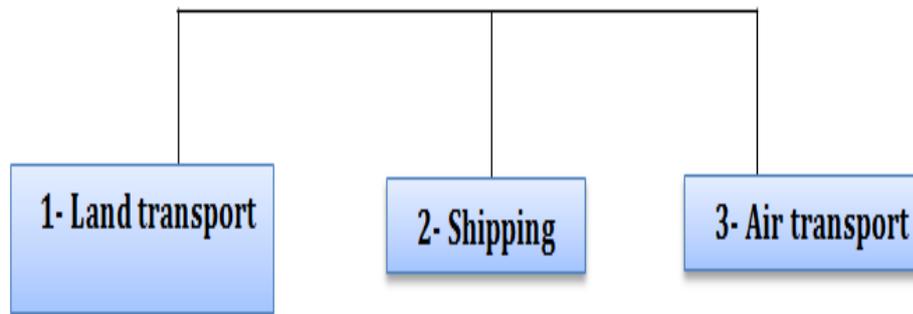
Source: Preparation of the researcher based on the relevant literature

2- Market Share of the Organisation (Research Company)

First: The Concept of Market Share

Market share is a term consisting of two words (market and share), so before we start about market share we must give the concept of the market share a linguistic terminology. The quota

is defined linguistically, which is the share and the collection of shares (Baali, 2003), the count gave him his share, and the quota of the people, ie, divided shares (Al-Razi, 1999).

Second: The Importance of Market Share

Airline sales and analysis alone are insufficient to gain effective control over the marketing of the airline, as sales may be significant at some point, but at the same time, there is a loss in the market share of competitors. It is not necessarily that airlines with high sales have a large market share (Hasnawi, 1976).

Third: Market Share Objectives

Air carriers seek market share by using market share analysis to ascertain whether the change in sales is a result of the organisation's strategy due to external circumstances and influences that led to it (DWG, 2000)

Fourth: Measuring the Market Share

The market share according to this concept can be written under the following formula:

$Si = Qi / Q$, where Si represents the market share of the company, Qi represents the company's sales, and Q represents the total market sales and is equivalent to the total sales of companies operating in the market, as this formula for market share represents a concept of time and space, a definition and measurement for a certain period. A market segment is specific because both numerator and denominator represent two time and spatial concepts. Reference, since s can S market share across different styles and remind them as follows: (Victor and Nadège, 2013).

Fifth: Increasing the Market Share

According to Alwan (2011), increasing the market share of competing companies can be done by following the points:

1- Reducing the prices of goods and services to attract customers who are aware of prices.
2- Providing new services with an innovative character that satisfies the wishes and desires of new customers and extends to the greater value compared to competitors; the company enters into a state of transition from old services to new services.
3- Providing various services such as (electronic ticketing services, hotel reservation services, taxi services to transport passengers to and from the airport ... etc).
4- Expanding and developing the quality of the company's marketing activities (Kotler, 2000).

Sixth: The Relationship between the Quality of the Tourism Transport Service and the Market Share of the Organisation.

Quality is the product conformity with the specifications set to suit the needs and desires of customers (travellers), therefore, the relationship between the dimensions of the quality of tourism transport service (response, reliability, tangibility, safety and empathy)

The Second Topic: The Framework Work for the Study

First: The Basic Variables of the Study

 If the weighted mean is from 1 to less than 1.8, the response strength means not strongly agreed. If the mean value ranges from 1.8 to less than 2.6, the response strength means not agreed, whereas the weighted mean ranges from 2.6 to 2.6. Less than 3.4 the response force means neutral, while if the mean value is between 3.4 to less than 4.2, the response force means agreement, and we infer from the response power matrix if the weighted mean value is 4.2 to 5, the answer strength means agreement badly. The length of the class in the response force matrix is calculated by dividing the equation (the highest value taken by the scale used in the message minus one integer) by (the highest value taken by the scale) which is equal to (0.8). If the weighted mean is from 1 to less than 2.6, the responder response level is low, while the weighted mean is 2.6 to less than 3.4, the responder response level is moderate, and the mean value is 3.4 to 5 the response level of the responder is high, and the results of the descriptive analysis of the two message variables are as follows:

 The levels of the responses of the sample of passengers on the dimensions of the quality of the tourist transport service were distributed among the highest level of response by the respondent achieved by the safety dimension among all dimensions of the independent variable with a weighted mean of 4.0133 and a standard deviation of (0.70216), and relative importance formed (80, 27%), which is likely to agree most of the sample of travellers on the importance of safety in achieving high-quality tourist transport service, while Table (14) and Figure (15) showed that the sympathy dimension achieved the lowest level of response between the dimensions of the quality of tourist transport service, where the value of the arithmetic mean the standard deviation of empathy was recorded as (0.85364). This was confirmed by the majority of passengers who agreed that there is less interest from Iraqi Airlines for sympathy compared to the rest of the dimensions of the independent variable in the plans when planning to enhance the quality of tourism transport service for travellers. Figure (15) as follows:

The results of the analysis of the levels of responses of the sample of travellers regarding the dimensions of the quality of tourist transport service were as follows:

First Dimension (Response)

The levels of importance of the paragraphs within the response have been distributed among the highest level of response achieved by the first paragraph among all response paragraphs with a weighted mean of (4.0533) and standard deviation (0.59031), and relative importance (81.07%). The first, which confirms that the employees of the Iraqi Airways welcome inquiries and questions of passengers, while the third paragraph achieved the lowest level of response among all paragraphs of response, where the value of the weighted mean (3.3067) and the standard deviation was recorded (0.91494), and relative importance formed (66.13%) to confirm this agreement with the sample of passengers who questioned whether the management of the Iraqi Airways Company had turned the travellers' proposals into action.

Second Dimension (Reliability)

The importance of paragraphs within the reliability has been distributed among the highest level of response achieved by the ninth paragraph among all the items of reliability with a weighted mean of (4.0667) and standard deviation (0.74132), and relative importance (81.33%) to confirm this agreement most of the sample of travellers on the importance of paragraph nine, which confirms the agreement of most of the sample of travellers that the Iraqi Airways is committed to documenting information without errors (passenger data - ticket data), while the eighth paragraph has achieved the lowest level of response among all paragraphs of reliability, where the value of the weighted mean (3.6267) was a mean deviation J has recorded (0.88185), and the relative importance of formed (72.53%) confirms that most travellers sample members agree on the existence of doubts about if the administration sought Iraqi Airways to implement its promised services.

Third Dimension (Tangibility)

The importance levels of the items within the tangibility were distributed among the highest level of response achieved by the fourteenth paragraph among all items of tangibility with a weighted mean of (3.9467) and a standard deviation (0.82024), and relative importance formed (78.93%) to confirm this agreement most of the sample of travellers on the importance of the fourteenth paragraph, confirming the sample of passengers that the service providers in the Iraqi Airways have a respectable and elegant appearance. The thirteenth paragraph achieved the lowest level of response among all items of tangibility, as the weighted mean value (3.4533) and the standard deviation was recorded (1.01733), and relative importance (69.07%) to confirm this agreement of most of the sample of travellers that the management of Iraqi Airways does not rely on modern technology to offer its services.

Fourth Dimension (Safety)

The levels of importance of paragraphs within safety were distributed among the highest level of response achieved by the eighteenth paragraph among all safety paragraphs with a weighted mean of (4.1067) and standard deviation (0.60568), and relative importance (82.13%). The importance of the eighteenth paragraph, which confirms that the employees of Iraqi Airways deal properly and courteously with passengers, while the paragraph has achieved the lowest level of response among all paragraphs of safety, where the value of the weighted mean (3.9200), and the standard deviation was recorded (0.71206), and relative importance formed (78.4%), to confirm this. Most of the sample respondents expressed doubts that Iraqi Airways employees employed personal honesty in the performance of their duties.

Fifth Dimension (Empathy)

The levels of importance of paragraphs within empathy were distributed among the highest level of response achieved by paragraph 21 among all paragraphs of empathy with a weighted mean of (4.1600) and a standard deviation (0.63756), and relative importance (83.2%) to confirm this agreement most of the sample of travellers on the importance of Paragraph 21, which confirms that the service providers at the Iraqi Airways are polite and efficient with passengers, while paragraph 25 has achieved the lowest level of response among all paragraphs of sympathy, as the value of the weighted average mean (3.1867) and the standard deviation was recorded (1.00933), the importance of ratios formed of (63.73%) confirms that most travellers sample members agree on the existence of doubts in the pursuit of the administration in the Iraqi Airways to build data for its customers' leaders.

Market Share of the Organisation

The importance levels of the Organisation's market share items were distributed among the highest level of response by the respondent achieved by the twenty-sixth paragraph among all the paragraphs of the variable with a weighted mean of (4.2400) and a standard deviation of (0.75050), and relative importance formed (84.8%) to confirm this agreement most Paragraph 39 achieved the lowest level of response between the paragraphs of the market share of the organisation, where the weighted average value of this paragraph for the thirty-ninth paragraph (3.5067) and the standard deviation (0.87570), and the importance of Relative (70). 13%). This confirms the agreement of most members of the sample of workers on the existence of doubts about the ability of the services of the transport institution to penetrate several market segments.

Second Axis: Correlation between the Quality of Tourism Transport Service in Its Five Dimensions and the Market Share of the Company

To test the hypothesis of correlation, the researcher relied on the application of (Z-TEST) test to indicate the acceptance or rejection of the hypotheses of correlation between the quality of tourism service in its five dimensions (response, reliability, tangibility, safety, empathy) and the dependent variable of the market share of the organisation. To accept the correlation hypothesis, if the calculated value of Z is greater than its tabular counterparts (1.96) at the level of significance (0.05) (the level of significance indicates the maximum error allowed in research scientifically), and this leads us to accept the hypothesis by 95% confidence, and in the same Time is the probabilistic value (m Level of significance) corresponding to the value of Z calculated less or equal to the moral level used in the study of (0.05). While the hypothesis will be rejected if the calculated Z value is less than its tabular counterparts (1.96) at a significant level (0.05), at the same time the probabilistic value (significance level) corresponding to the calculated Z value is greater than the level of significance used in the study (0.05), while the researcher based on the value of the correlation coefficient Spearman simple to correlate the strength and nature of the relationship between the quality of tourism transport service in its five dimensions (response, reliability, tangibility, safety, and empathy) and the dependent variable of the market share of the organisation. Stage of Analysis Test the following hypotheses:

Main Hypothesis

(There is a significant correlation of statistical significance between the quality of the tourist transport service and the increase of the market share of the company). Five hypotheses emerge as follows:

(1-1) The first sub-hypothesis: (There is a significant correlation of statistical significance between the response and increase in the market share of the company).
(1-2) The second sub-hypothesis: (There is a significant correlation of statistical significance between reliability and increase in the market share of the company).
(1-3) The third sub hypothesis: (There is a significant correlation of statistical significance between the tangibility and increase in the market share of the company).
(1-4) The fourth sub hypothesis: (There is a significant correlation of statistical significance between safety and increase in the market share of the company).
(1-5) The fifth sub-hypothesis: (There is a significant correlation of statistical significance between empathy and increasing the market share of the company).
 The results of testing the hypotheses of the correlation between the quality of tourism transport service in its five dimensions and the dependent variable of the market share of the organisation are as follows:

Correlation between Response and Increased Market Share of the Company

From Table (1) we accept the first secondary hypothesis emanating from the first main the hypothesis with a confidence rate (95%), where the value of Z calculated (5.65173) which is significant, because it is greater than the value of the spreadsheet Z of (1.96) at the level of significance (0.05) The correlation coefficient Spearman value between the response and the market share of the company was (0.657), thus establishing a strong correlation between the response as one of the dimensions of the quality of the tourist transport service and the market share of the company according to the sample of travellers.

Correlation between Reliability and Increased Market Share of the Company

Table (1) confirmed acceptance of the second secondary hypothesis emanating from the first main hypothesis with a confidence rate (95%), where the value of Z calculated (6.42594) which is significant because it is greater than the value of the spreadsheet Z (1.96) at the level of significance (0.05), while The correlation coefficient spearman between the reliability and the market share of the company was (0.747), confirming that there is a strong correlation between reliability as one of the dimensions of the quality of tourism transport service and the market share of the company according to the opinions of the respondents.

Correlation between Tangibility and Increased Market Share of the Company

Table (1) showed the acceptance of the third secondary hypothesis emanating from the first main hypothesis with confidence (95%), where the value of Z calculated (6.23669) which is significant because it is more than the value of the spreadsheet Z (1.96) at the level of significance (0.05), while the value of the simple correlation coefficient between tangibility and the market share of the company is (0.725); this is likely a strong correlation between the tangibility as one of the dimensions of the quality of tourism transport service and the market share of the company according to the opinions of the sample of travellers.

The Link between Security and Increasing the Market Share of the Company

Table (1) confirmed the acceptance of the fourth secondary hypothesis emanating from the first main hypothesis with a percentage of confidence (95%), where the value of Z calculated (6.52916) which is significant because it is greater than the value of the spreadsheet Z (1.96) at the level of significance (0.05), while the correlation coefficient Spearman between safety and the market share of the organisation was 0.759, confirming that there is a strong correlation between safety as one of the dimensions of the quality of tourism transport service and the market share of the company according to the opinions of the sample of travellers.

The Link between Empathy and Increased Market Share of the Company

Table (1) admitted the fifth secondary hypothesis emanating from the first main hypothesis with a confidence rate (95%), where the value of Z calculated (5.23021) which is significant because it is more than the value of the tabular Z of (1.96) at the level of significance (0.05), while the simple correlation coefficient between empathy and the market share of the company was (0.725).

The Link between the Quality of Tourism Transport Service and the Increase of the Market Share of the Company

From Table (1) we accept the first main hypothesis with confidence (95%), where the value of Z calculated (6.60659) which is significant, because it is greater than the value of the tabular Z (1.96) at the level of significance (0.05), while the value of the Spearman coefficient of correlation exposed that the quality of tourism transport service has a positive association with the market share of the organization.

All other secondary hypotheses also accepted because of Z values are higher than 1.96 while probability values are lower than 0.05. In addition, positive association among response, reliability, tangibility, safety, empathy and market share of the organization have been found because the Spearman coefficient of correlation show a positive sign with the values. These values are mentioned in Table 1 given below:

Table 1: Test the hypotheses of the link between the quality of tourism transport service and

Hypothesis		Variables		Correlation coefficient Spearman	Z – Test	Researcher's interpretation
		Independent	Dependent		Calculated Z value	
SUB	1-1	Response	Market share of the organisation	0.657	5,65173	Accept the first sub-hypothesis emanating from the first main hypothesis with 95% confidence
	2-1	Reliability	Market share of the organisation	0.747	6,42594	Accept the first sub-hypothesis emanating from the second main hypothesis with 95% confidence
	3-1	Tangibility	Market share of the organisation	0.725	6,23669	Accept the first sub-hypothesis emanating from the third main hypothesis with 95% confidence
	4-1	Security	Market share of the organisation	0.759	6,52916	Accept the first sub-hypothesis emanating from the fourth main hypothesis with 95% confidence
	5-1	Empathy	Market share of the organisation	0.608	5,23021	Accept the first sub-hypothesis emanating from the fifth main hypothesis with 95% confidence
The first main		Quality of tourist transport service	Market share of the organisation	0.768	6,60659	Accept the first major hypothesis with 95% confidence
The accepted hypothesis		The number		Six moral hypotheses out of six hypotheses		
		Percentage of accepted hypotheses		% 100		
Attachment Z value at 95% confidence level is equal to (1.96)						

the market share of the company.

The Fourth Topic: Conclusions, Recommendations and Proposals

At the end of this study, this research is concerned with defining several conclusions, recommendations and proposals.

The researcher reached a set of conclusions based on the results of the study, and then made a set of recommendations that can contribute to reaching a set of solutions, as it has a sufficient capacity to achieve the quality of tourism transport service and increase market share in the Iraqi Airways.

Conclusions

By analysing the results of the study and the tests obtained, we mention several conclusions as follows:

1- The level of the safety dimension achieved the highest dimension among the five dimensions, and most travellers agreed on the importance of safety in achieving high-quality tourist transport service, followed by reliability, tangibility and response.

2- The level of sympathy achieved the lowest level between the dimensions of the quality of tourism transport service, and most travellers stressed the presence of less interest in sympathy by employees of the Iraqi Airways company compared to the rest of the dimensions.

3- The staff of Iraqi Airways welcome inquiries and questions of passengers.

4- Suspicion by travellers regarding the transformation of Iraqi Airways' passenger proposals into action.

5- The management of Iraqi Airways is committed to documenting passenger information without errors (passenger data, ticket data) or any other information, without concern for building a database of passengers.

6- Existence of doubts by travellers regarding the efforts of the management of the Iraqi Airways Company to carry out its promised services.

7- Employees of the service providers in the Iraqi Airways Company have a presentable and elegant appearance.

8- The management of Iraqi Airways does not adopt modern techniques in the presentation of its services.

9- The employees of the company deal properly and politely with the passengers and are good at dealing with the passengers.

10- There are doubts among passengers regarding the enjoyment of personal safety by the employees of the company in the performance of their duties.

11- Seeking to manage Iraqi Airways to increase sales compared to its competitors.

12- There are doubts in the ability of management of the company to penetrate new market segments.

13- There is a strong correlation between the quality of tourism transport service and increase the market share of the company.

14- The quality of the tourist transport service positively affects the increase in the market share of the company.

15- The company needs to adopt modern scientific methods to keep pace with international developments in the field of air passenger transport.

Recommendations

Through the conclusions reached by the researcher remember in this paper recommendations as follows:

1- Enhance the level of safety after the management of the company and give a good picture to travellers on the presence of safety and confidence.

2- Increased attention by the management of the company and its employees to the sympathy through courtesy in their dealings with customers, and the establishment of friendly relations with travellers to meet the needs and desires of *all* travellers.

3- Promote the care of travellers and provides quick responses to their inquiries and questions by the management of the company and its employees.

4- Taking into account the views and suggestions submitted by the traveller and turning them into real actions that contribute to raising the level of the company, and putting a suggestion box for opinions and proposals before the eyes of travellers to help the management of the company know the requirements of the traveller directly.

5- Strengthen the management of the company by its commitment with passengers to document data and information and travel tickets for passengers, and build an updated database and information for travellers.

6- Management of the company and its employees to implement the services promised by the passengers, and not to ignore them.

7- Enhance the ability of employees of service providers in the company to appear respectable and neat.

8- The management of the company to adopt technological methods and modern technology in the completion of its work.

9- Increase the interest of workers in dealing with passengers courteously and decently.

10- The management of the company to adopt a mechanism of action to reduce the loss of passenger bags and delivery of lost bags to their owners as soon as possible.

11- Strengthen the management of the company to increase its sales compared with its competitors in the market.

12- The management of the company to work to penetrate new market segments and establish a presence in places where there is a good market.

13- Increase the relationship between the quality of the tourism transport service and increase the market share of the company through the satisfaction of the traveller and meet his needs and desires and in good time.

14- Promote the provision of amenities and cleanliness at the place of service; delivery of services in a timely and appropriate manner, and speedily respond to travellers' complaints, meeting the needs and desires of each traveller.

15- Engage a team of Iraqi Airways staff in all areas to study the major international airlines and to identify the services provided by those companies to its passengers and transfer this experience to the company for the purpose of keeping up with the global development in the field of air transport.

Proposals

The study tended to adopt and submit several proposals generated as a natural product of what is the knowledge of the researcher through theoretical readings and applied experience in the field of tourism transport. This will be presented in future and the researcher is grateful to those who will complete the journey to enter into the application of the findings as follows:

1- Quality of tourist transport service and its effect on improving the perception of the tourist.
2- The role of dimensions of the quality of tourism transport service in achieving competitive advantage.
3- The quality of tourist transport service and its impact on gaining customers.

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