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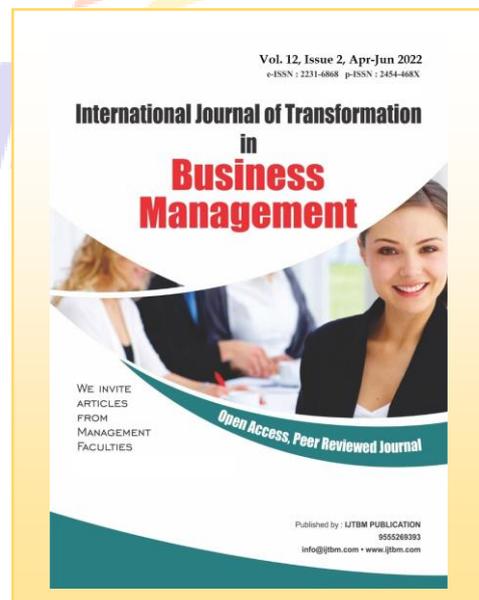
DIGITAL MODERNITY AND ITS CONSTRUCTIVE
IMPACT ON THE PERFORMANCE OF WORKERS IN
TOURISM ORGANIZATIONS: AN ANALYTICAL STUDY
IN THE PREMIUM CLASS HOTELS OF THE CITY OF
BAGHDAD

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ABSTRACT

The current research tests the effect of digital modernity and its components (hardware, software, communication networks, individuals) in improving the performance of workers. The research problem was represented in several questions that were answered to know the extent of the hotel management's interest in supporting and applying digital modernity, and then determining the effect between its variables. (48) of (managers, heads of departments, heads of divisions) in the premium hotels of the city of Baghdad, and data and information were collected using a questionnaire, and the data was analyzed using the statistical program (SPSS). The research reached several results, including: that there is a statistically significant effect between the research variables (digital modernity, improving the performance of workers), and these results are identical to the research hypotheses. The research presented a number of recommendations, perhaps the most prominent of them: the most important of which was the necessity of applying digital modernity by the surveyed hotels because of its importance in solving many problems, including the negatives of paper handling.

Keywords: *digital modernity, improving employee performance.*

INTRODUCTION

As a result of the rapid technological development, the hotel service sector, like other sectors, faces a number of challenges, perhaps the most important of which is the diversity and different needs and desires of customers. By organizations to benefit from the achievements of the technical revolution by providing services to customers in an electronic way that effectively contributes to solving many problems and improving the performance level of workers to provide this service by adopting modern administrative approaches, including the components of digital modernity, to improve the performance of

workers in the excellent hotels of the city of Baghdad.

THE FIRST TOPIC / RESEARCH METHODOLOGY

First: Research Methodology

1- Research problem: The research problem emerged, which is represented in the lack of sufficient knowledge of the necessity of realizing the relationship between digital modernity and improving the performance of workers in the surveyed hotels, and the reflection of the impact of this relationship in raising the performance level of workers for tourism and hotel organizations. From this

point of view, the research problem can be formulated in the following questions.

A- What is the extent of applying digital modernity to improve the performance of workers in the surveyed hotels?

B - Is there an effect of the dimensions of digital modernity in improving the performance of workers in the surveyed hotels?

2- The importance of the research: The importance of the research lies through what digital modernity achieves by using smart applications to improve the performance of workers in the surveyed hotels, and the possibility of using data and communication and information technology, and highlighting its importance in raising the level of performance of workers in the surveyed hotels, as well as the importance of the two variables surveyed (digital update, and the performance of the workers), as they were not studied together before and to the

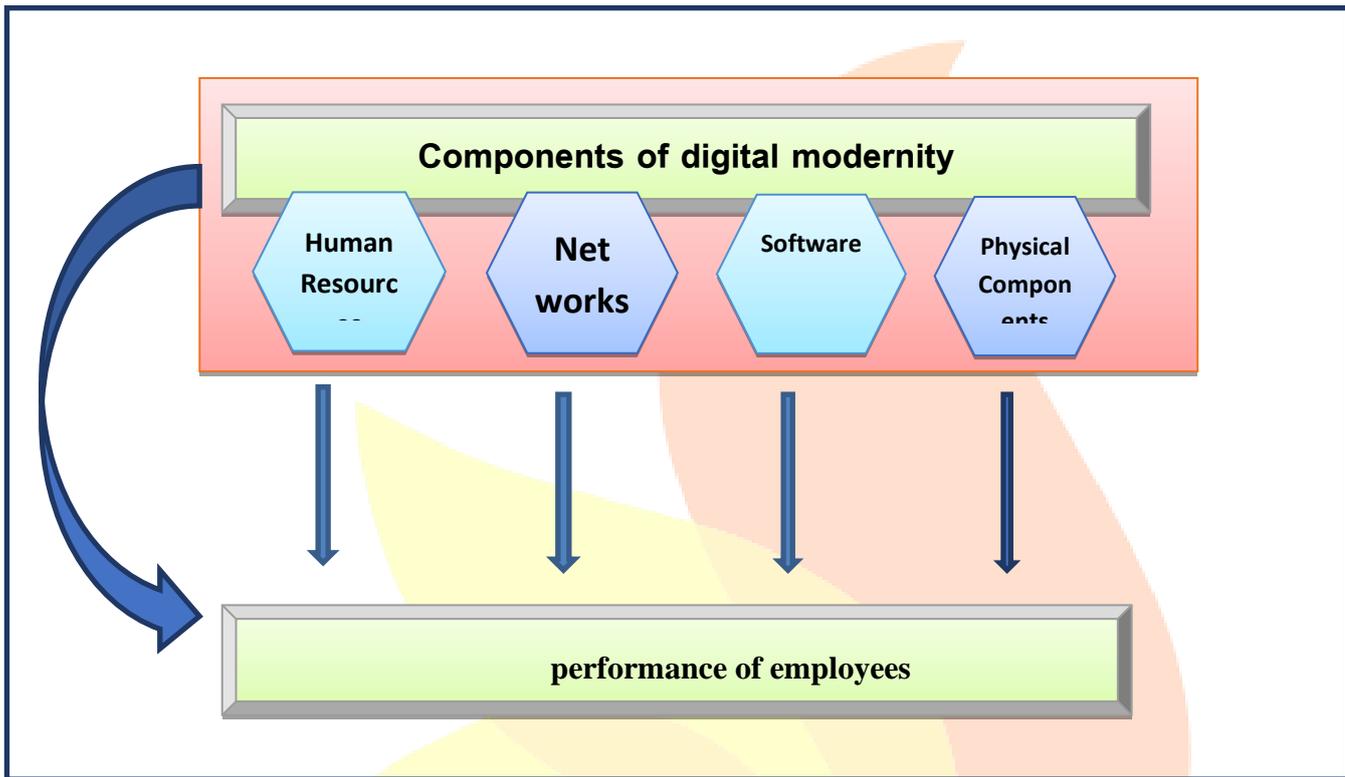
knowledge of the researcher in the excellent hotels of the city of Baghdad.

3- Research Objectives: The current research aims to: Identify the role played by digital modernity in improving the performance of the surveyed hotels, and indicate the impact of the relationship between digital modernity and the performance of workers in the surveyed hotels, as well as knowing the possibilities that excellent class hotels enjoy in the city of Baghdad to enhance work with those applications.

4- The hypothetical scheme of the research: The hypothetical scheme of the research shows the correlation between the independent research variables, digital modernity, with its dimensions, and the dependent variable on the performance of the workers, in preparation for presenting the research hypotheses and testing the extent of an effect among the investigated variables, as shown in Figure (1).

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Figure (1) Hypothesis Research Model



Source: Prepared by the researcher based on some relevant literature

5- Research hypotheses: The research attempts to negate or prove the following hypotheses:

The main hypothesis: There is a significant effect of the components of digital modernity in improving the performance of workers in the organization in question, from which the following sub-hypotheses are branched:

A - There is a significant effect of the physical components in improving the performance of workers.

B - There is a significant effect of software in improving the performance of employees.

C - There is a significant effect of the communication network in improving the performance of employees.

D - There is a significant effect of individuals in improving the performance of workers.

6- Research limits:

A- Temporal limits: The current research lasted for a year from 31/6/2020 to 31/6/2021.

B - Spatial boundaries: The research included a sample of (managers, heads of departments, heads of divisions) working in

premium-class hotels as human and spatial boundaries.

7- Research community and sample:

A- The research community: the research community includes all (managers, heads of departments, heads of divisions) working in the premium hotels of the city of Baghdad.

B - The research sample: The research was applied to a simple random sample consisting of (48) individuals from managers, heads of departments and heads of people working in premium-class hotels in the city of Baghdad.

THE SECOND TOPIC: THE THEORETICAL SIDE OF THE RESEARCH

First: Digital Modernity

1- The concept and importance of digital modernity: The link between digital modernity, administrative digitization and electronic management is often made in a way that most researchers refer to to the same meaning. For all human, social, economic, and production fields in order to provide better services compared to what is provided by the traditional administration (Dale, 2001:65), it also means “the process of transforming, transferring and changing the form of traditional business and services and making them works that are implemented through electronic devices

through the use of support software.” (Al-Ani and Jawad, 2014: 33).

The importance of digital modernity lies in focusing on the following elements: Esg & Mon, 2014: 12):

A - Keeping paper documents: where electronic messages are relied upon as a basic document for conducting transactions, which leads to the disposal of papers and eliminates the problem of keeping and storing paper files whose numbers may exceed numbers that exceed the six zeros barrier.

B - Interaction between employees: through communication between employees and their superiors via e-mail, electronic authentication of documents, as well as the completion of transactions through the website.

C - The method of communication between the administrative agencies has changed: as the information systems and networks within the agencies have evaded the traditional communication between central and decentralized agencies in coordination between decentralized agencies and the possibility of data and information flowing to sub-administrative units to help in the decision-making process.

D- Transaction archiving systems: where the electronic administration depends on

keeping transactions and documents on electronic files and they are protected from damage and obsolescence in that electronic space designated for them and secured by using more than one electronic storage medium in anticipation of any emergency that occurs to the mother network.

C - Document retrieval: To retrieve information from paper files, it may take hours and days due to the accumulation of files, while this problem disappears with the presence of the electronic administration for its reliance on the electronic archive on the network.

2- The goals of electronic modernity: According to (Al-Salmi and Al-Sulaiti, 2008: 39), the goals of digital modernity are as follows:

A - Simplifying procedures, speeding up delivery and raising the level of performance.

b- Reducing financial costs:

C - Increasing the interdependence between employees and senior management, as well as following up the management of all resources.

D- Continuous learning and knowledge building.

E- Optimum use of human energies.

H - Deepening transparency and avoiding favoritism.

G- Provide services to the target audience in a satisfactory manner, around the clock

D - Ease of access for the beneficiary to data and information through the Internet directly.

3- Components Of Digital Modernity

A- Hardware: According to (Alter, 1999:42), the physical components consist of physical devices and tools involved in information processing such as networks, transportation tools, and computers of all kinds, in addition to workstations and data storage. This concept is not only limited to hardware but physical messages and resources used to process data and information as well (O'Brien, 2001:13). It also means "physical computers that are used for input, storage, and output of data and information within an information system" (Elliott, 2004:24). Which works to support decisions with large amounts of accurate information to make decisions accurately and quickly, which achieves the organization a competitive advantage, as well as increasing its ability to facilitate communication, and increase its quality between the departments of the organization (Abdullah, 2017: 275).

B- Software: Software represents the main nerve of the computer's work, and no operation can be performed on the computer without the use of software. 2013:32), and it also helps to shift from the use of divergent and isolated applications to interconnected

and integrated applications at the level of the organization, and the shift from distinguished computer applications within the organization to extended applications outside the organization (Abdullah, 2017: 276

C- Communication networks: (Stair & Reynolds, 2003: 17) stated that it is the connection of computers, equipment, and computers in the building around the world, or around the country to ensure the occurrence of electronic communications. It also means that they are coordinated networks of information technology components that support individuals who work together, including sharing hardware, information, software, and communications with each other (Haag & Keen, 1996:170).

D- Human resources: constitute the most important element in most computer information systems, as they manage, operate and program the system, and maintain it (Stair & Reynolds, 2003: 16), without them the need for computers does not appear (Senn, 1998: 72).

SECOND: IMPROVE PERFORMANCE

1- The concept of performance improvement: It is an organized method for improving productivity and efficiency by using a set of methods, procedures, strategy and finding solutions to problems for the purpose of realizing opportunities related to people's performance. More precisely, it is

the process of selecting, analyzing, designing, developing, implementing and evaluating programs for most of the costs that effectively affect human behavior and achievement (Nickolas, 2012: 3

It also means upgrading the work method (technically, financially, and administratively) in a pre-planned scientific manner in line with environmental variables based on training, knowledge and exchange of experiences, as well as effective cooperation between the organization and employees, as the organization's leadership is the main supporter of employee motivation towards improvement and excellence in performance and reflection This applies to the individual, the organization, and society (Al-Rubaie, 47: 2017).

2- Measures that help improve the performance of employees: (Jassem, 2017: 35) summarized the procedures that should be available to improve the performance of employees as follows:

A- Focusing on the strengths of the employees

B - Linking desire to performance and giving workers freedom in order to reach outstanding performance.

C - Achieving the correlation between the worker's personal goals and the performance of his work.

As for (Haidar, 2018: 36) two approaches directly affect the improvement of the performance of employees, namely training and incentives, as it works to change the behavior of employees and make them apply different methods and methods in the performance of their work, and the second works to generate motivation among employees in order to move towards achieving the goals of the organization.

As for (Tawil, 2018: 300-301), she indicated that the idea of improving performance is often based on the basis of addressing shortcomings and deviations in actual performance from what is targeted, and that improving performance requires a set of factors, methods and appropriate procedures to improve it, which can be summarized:

A - Improving work: It includes means of empowerment and persuading employees of the importance of their membership within the organization.

B - Job improvement: which is achieved through the methods of job stability and management by objectives.

C - Improving the work environment and environment conditions: through a set of considerations, namely: softening the work

environment and improving working conditions.

THE THIRD TOPIC: THE PRACTICAL ASPECT OF RESEARCH

First: Analysis Of The Level And Nature Of The Study Variables

This paragraph dealt with an analysis of the level of importance of digital modernity and improving the performance of workers in all its paragraphs, by means of weighted arithmetic means measures, standard deviations and relative importance, and the results were as follows:

The Independent Variable Digital Modernity

Table (1) Arithmetic means, standard deviations, and the relative importance of digital modernity)

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No.	Text	Totally agree	Agree	Neutral	Don't Agree	Totally Not agree	Arithmetic mean	standard deviation	Relative importance %
		5	4	3	2	1			
		%	%	%	%	%			
1	The hotel management in the completion of work depends mainly on the use of computers.	12	8	8	10	10	3.729	0.779	74.57
2	Hotel management is interested in putting employees in training courses in the field of dealing with computer components.	9	14	10	10	5	3.643	0.799	72.86
3	Information technology in hotels contributes to providing high quality products that are responsive to environmental changes.	8	12	10	11	7	3.814	0.906	76.29
4	Hotels keep pace with developments with modern computer equipment and devices to adopt new patterns of work.	12	10	9	10	9	3.471	1.236	69.43
X1	physical components						3.664	0.925	73.28
5	Hotel management has good experience in the use of various software.	10	10	15	7	6	4	0.816	80
6	Hotel management is constantly following the software development process.	10	10	9	10	9	3.886	0.86	77.71
7	Hotels have specialized technical capabilities for in-house software development.	14	10	10	6	8	3.229	1.364	64.57
8	Hotels benefit from the information provided by the software in making decisions, addressing problems, and following up on their customers.	12	10	10	7	9	3.029	1.142	60.57
X2	Hard wear						3.536	1.045	70.71
9	The Internet helps in developing the services provided to customers.	10	10	10	10	8	3.686	1.097	73.71
10	Communication networks facilitate the electronic exchange of information within hotels, which leads to faster completion.	12	10	12	8	6	3.652	1.055	73.04
11	Facilitates the use of direct link (Online) in providing data and information to decision makers.	12	10	12	6	8	3.557	1.15	71.14
12	The use of advanced communication systems contributes to reducing the cost of wasted time.	10	10	10	10	8	3.729	1.02	74.57
X3	Networks						3.656	1.080	73.11
13	The hotel management has many individuals with knowledge, experience and skill in the field of computer use.	10	10	12	6	10	3.514	1.073	70.29
14	Hotel management seeks to engage employees in computer courses to provide them with the necessary skills.	12	10	10	9	7	3.614	0.921	72.29
15	The hotel management owns individuals with expertise and technical know-how with information and electronic systems that meet work requirements.	12	10	10	10	6	3.243	1.096	64.86
16	Hotel management uses workers with technical skills and the ability to operate modern information technologies to provide the necessary data to decision makers.	10	12	12	10	4	3.629	0.92	72.57
X4	Human Resources						3.5	1.002	70.00
X	digital modernity						3.589	1.013	71.77

We conclude from Table (1) that the arithmetic mean value of the digital novelty variable amounted to (3.589), which is greater than the hypothetical mean value, which represents the boundary between agreement and disagreement, which is (3) to confirm this that the level of importance of the sample's answers to the independent variable tended towards agreement, and with a deviation A standardized value of (1.013), which indicates the presence of a noticeable dispersion in the sample's answers regarding the items of digital novelty, and the relative importance of the variable of digital novelty was recorded (71.77%), which shows the agreement of most of the research sample members on the paragraphs of the independent variable, and from it we infer that the researched hotels depend in a manner It is clear on each of the {hardware components, software, communication networks, individuals In the organization under study, but in different proportions.

The independent variable improves employee performance

Table (2) Arithmetic means, standard deviations, and the relative importance of improving employee performance

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Table (2) confirmed that the arithmetic mean value of the performance improvement variable reached (3.741), which is greater than the hypothetical mean value, which represents the boundary

No.	Text	Totally agree	Agree	Neutral	Don't Agree	Totally Not agree	Arithmetic mean	standard deviation	Relative importance %	
		5	4	3	2	1				
		%	%	%	%	%				
17	The relationship between employees and customers is distinguished	10	10	12	12	4	3.586	0.876	71.71	
18	The duties are carried out according to the established procedures	11	10	12	6	9	3.129	1.102	62.57	
19	The hotel management monitors the quality of performance from time to time	10	10	12	8	8	3.529	0.959	70.57	
20	I find that complaints about the performance of employees are few	12	12	9	7	9	3.457	0.988	69.14	
21	The process of planning the work is done before it is performed	10	12	12	6	8	3.586	0.97	71.71	
22	The amount of work assigned to me is commensurate with my abilities and skills	8	12	10	11	7	3.657	1.089	73.14	
23	The work is being done as planned	9	14	10	10	5	3.857	0.952	77.14	
24	Hotel management is introducing technology to increase the volume of work done	12	8	8	10	10	3.986	0.807	79.71	
25	The employees' possession of sufficient skills helps in increasing the accuracy of the work required of them.	9	10	14	8	8	3.971	0.798	79.43	
26	The employees are obligated to carry out all the required work	11	12	8	8	9	4.114	0.826	82.29	
27	Work procedures are flexible and simple	12	8	10	10	8	4.043	0.711	80.86	
28	Experience contributes to an increased awareness and understanding of the work	9	10	14	8	8	3.986	0.691	79.71	
Y	Improving Employee Performance							3.741	0.897	74.83

between agreement and disagreement, which is (3) to confirm this that the level of importance of the sample answers to the dependent variable tended towards agreement, and with a deviation A standardized value of (0.897), which indicates the presence of a slight dispersion in the sample answers regarding the paragraphs of this variable, and the relative importance of the self-regulation variable was recorded (74.83%), which shows the agreement of most of the research sample members on the paragraphs of the dependent variable, and from it we infer that the researched organization depends in a manner It is clear on the paragraphs of improving the performance of employees in its plans, but in varying proportions.

Second: Analysis of the impact relationship

To highlight the impact of digital modernity in improving the performance of workers, the researcher will adopt (F-TEST), where she will accept the hypothesis of influence if the calculated value of F is greater than the tabular value of F (4.0847), which confirms the acceptance of the impact hypothesis with a confidence rate of (95%), and to show The percentage of the impact of digital novelty on improving the performance of employees will be by calculating the value of the coefficient of determination R2 %, and the results are as follows:

The effect of physical components in improving the performance of employees

Table (3) indicates the acceptance of the first sub-hypothesis, which states that {there is a statistically significant effect of the physical components in improving the performance of workers}. The calculated F value was recorded (12.058), which is a significant value, especially that the calculated value of F is greater than the value of F. The tabular amount of (4.0847) confirms the acceptance of the impact hypothesis with a confidence rate of (95%), while the percentage of the impact of the physical components in improving the performance of workers reached (20.7%), which is reflected by the value of R2%.

The effect of software in improving the performance of employees.

Table (3) shows the acceptance of the second sub-hypothesis, which states that {there is a significant statistically significant effect of software in improving the performance of workers}. The calculated F value was (28.102), which is a significant value, because the calculated value for F is greater than the tabular F value of (4.0847), which confirms the acceptance of the impact hypothesis with a confidence level of (95%), while the percentage of software impact in improving the performance of workers was (37.8). %, which is reflected by the value of R2%.

The effect of communication networks on improving performance

Table (3) highlights the acceptance of the third sub-hypothesis, which states that {there is a significant effect of statistical significance for individuals in improving performance}, especially since the calculated F value amounted to (8.201), which is a significant value, because the

calculated value of F is greater than the value of F The tabular amount of (4.0847) confirms the acceptance of the impact hypothesis with a confidence level of (95%), while the percentage of individuals' impact on improving performance was recorded (15.2%), which is reflected by the value of R2%.

The effect of individuals on improving performance

Table (3) highlights the acceptance of the fourth sub-hypothesis, which states that {there is a

Hypotheses	Independent Variable (X)	Dependent Variable (Y)	coefficient of determination R2 %	F . test	researcher clarification
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significant statistically significant effect for individuals in improving performance}, especially since the calculated F value amounted to (27.902), which is a significant value, because the calculated value for F is greater than the value of F. The tabular amount of (4.0847) confirms the acceptance of the impact hypothesis with a confidence level of (95%), while the percentage of individuals' influence in improving performance was recorded (36.5%), which is reflected by the value of R2%.

The effect of digital modernity on improving employee performance

Overall, Table (3) confirmed the acceptance of the main hypothesis which states that {there is a significant effect of digital novelty in improving performance}, as the calculated F value was recorded (62.442), which is a significant value, especially that the calculated value of F is greater than the tabulated F value of (4.0847) confirming the acceptance of the impact hypothesis with a confidence rate of (95%), while the percentage of the impact of digital modernity in improving the performance of employees reached (57.6%), which is reflected in the value of R2%.

Table (3) The results of testing the impact of digital modernity on improving the performance of employees

				Calculated F value	probability value Sig.	
A-1	Hardware (X1)	Improving Employee Performance	20.7	12.058	0.000	There is a significant effect of the physical components in improving the performance of workers
B-2	Software (X2)	Improving Employee Performance	37.8	28.102	0.000	There is a significant effect of software in improving the performance of employees
C-3	Communication Networks (X3)	Improving Employee Performance	15.2	8.201	0.000	There is a significant effect of communication networks in improving the performance of employees
D-4	People (X3)	Improving Employee Performance	36.5	27.902		There is a significant effect of individuals in improving the performance of employees
the main	Digital Modernity	Improving Employee Performance	57.6	62.442	0.000	There is a significant effect of digital modernity in improving the performance of workers
The tabular F value of (4.0847) at the 5% significance level						
Hypotheses	Independent Variable (X)	Dependent Variable (Y)	coefficient of determination R2 %	F . test		researcher clarification
				Calculated F value	probability value Sig.	
A-1	Hardware (X1)	Improving Employee Performance	20.7	12.058	0.000	There is a significant effect of the physical components in improving the performance of workers
B-2	Software (X2)	Improving Employee Performance	37.8	28.102	0.000	There is a significant effect of software in improving the performance of employees
C-3	Communication Networks (X3)	Improving Employee Performance	15.2	8.201	0.000	There is a significant effect of communication networks in improving the performance of employees
D-4	People (X3)	Improving Employee Performance	36.5	27.902		There is a significant effect of individuals in

						improving the performance of employees
the main	Digital Modernity	Improving Employee Performance	57.6	62.442	0.000	There is a significant effect of digital modernity in improving the performance of workers
The tabular F value of (4.0847) at the 5% significance level						

FOURTH TOPIC: FINDINGS AND RECOMMENDATIONS

First Results

- 1- The results of the research showed the existence of a significant and statistically significant effect of digital modernity with its components (hardware components, software, communication networks, individuals) in improving the performance of workers.
- 2- Digital modernity is characterized by the ease of retrieval of information due to its reliance on the electronic archive.
- 3- Working with the digital modernity system leads to the adoption of the electronic message as a basic document in the completion of work, which leads to getting rid of the negatives of paper handling and reducing costs (effort, time).
- 2- Digital modernity contributes to getting rid of complications and routine procedures that greatly affect the speed of delivery and service delivery.
- 5- The results of the research showed the weak interest of hotel management in involving employees in the decision-making process to improve the performance of employees.

Second: Recommendations

- 1- The necessity of the examined hotels to adopt the components of digital modernity that are compatible with the dimensions of improving the performance of employees, and to work to disseminate these dimensions and their characteristics at all administrative levels to be part of the components of digital modernity.
- 2- The necessity of applying digital modernity due to its importance in solving many problems, including the negatives of paper handling.

- 3- Enhancing the application of digital modernity for its contribution to getting rid of complications, procedures and routine, which leads to the speedy completion of work and the provision of services in time and place.
- 4- Interest in raising the level of workers' performance as it is one of the main pillars in the application of digital modernity through training and financial and moral support.
- 5- The necessity of involving the workers in the studied hotels in making decisions that lead to improving the performance of the workers.

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