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Impact of Entrepreneurial Awareness on Achieving Excellent
Performance: An Exploratory Study for Opinions of a Sample of
Departments Operating in Premium and First-Class Hotels in City
of Baghdad

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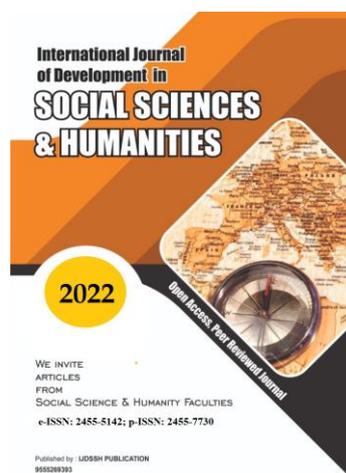
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ABSTRACT

The research aims to frame the nature of theoretical relationships by surveying the most prominent theoretical literature for the research variables and everything related to them, by defining the concepts and the importance of the dimensions of the responsive and explanatory research variables, and showing the extent to which, this rooting can be applied in the reality of the Iraqi hotel environment, which is characterized by complexity. The research problem was crystallized in its field dimension through the researcher's follow-up to the overall indicators of the Iraqi hotel activity, as the departments working in this field were unable to adopt the processes related to the conversion of sensory inputs, editing, storing and retrieving information in order to take the first steps to create the event and the reflection of those steps through highly developed performance data, and the research sample was (130). A view from the departments operating in the first-class and first-class hotels in Baghdad, as (5) hotels were chosen, which are the most famous in this sector, and their opinions were surveyed through a questionnaire prepared for this purpose and analyzed according to statistical programs. One of the most prominent conclusions is that the sample is interested in searching for real opportunities under The state of overcrowding in the hotel business and the impact of the economic, security and health conditions that Iraq and the world are going through In recent years, which imposed a state of stagnation on the level of general and hotel performance in particular, which raises the importance of the ability of any administration to seize opportunities (buried) in light of such environmental data. The current within the tourist market and the departure from the state of isolation and retreat on the internal environment of the hotel and the development of benchmarking standards for the target performance levels

Keywords: *Entrepreneurial Awareness, Excellent Performance, Premium and First-Class Hotels Sector in Baghdad.*

INTRODUCTION

Research and studies within the administrative and economic sciences took a changing turn from previous periods and began to integrate the dimensions of Awareness perception and psychology with theories and applications of experimental administrative mechanisms and software. (Organized tendencies to deviate from rational calculations), so they need to realize their personal bias, which is mainly expressed in the desire of each of them to achieve the position of Entrepreneurial. Any department, organization, or individual that is represented by a set of stages and processes that are characterized by continuity

directed towards specific goals. In this context, it is no longer acceptable in any organization for those processes and stages to be carried out in their traditional form or according to the data of the minimum limits. Rather, the function of success (performance) must reach extremely high levels. Distinction and uniqueness from the rest of the organizations and is the adopted variable in the current research.

Research problem crystallized in its field dimension through the researcher's follow-up to all the indicators of Iraqi hotel activity, as the departments working in this field were unable to adopt the processes related to the conversion of sensory inputs, editing, storing

and retrieving information in order to take the first steps for the event industry and the reflection of those steps through highly developed performance data. The research aims to frame the nature of theoretical relationships by surveying the most prominent theoretical literature for the research variables and everything related to them, by defining the concepts and the importance of the dimensions of the responsive and explanatory research variables and indicating the extent to which this rooting can be applied in the reality of the complex Iraqi hotel environment, and the research sample was (130) Observation from the departments operating in the first and first-class hotels in Baghdad, as (5) hotels were chosen, which are the most famous in this sector, and their opinions were surveyed through a questionnaire prepared for this purpose and analyzed according to statistical programs. The research included four investigations, the first of which is devoted to reviewing the most prominent paragraphs Research methodology and the second represents the theoretical framework of the research, while the third was inclusive of the details of the field research and included the rap topic. The most important conclusions, recommendations and suggestions.

PROBLEM OF RESEARCH

The features of the problem from which the researcher started can be explained through the following two dimensions

1- Entrepreneurial Awareness Dimension:

In this, the problem appears through the researchers today facing great difficulties in the mechanisms of adapting research work due to the large and accelerating changes, and therefore many notice a state of slowness in the level of effective Awareness response to these changes, so the great importance of strategic theories and their interpretations of the mechanics of these changes emerged from In order to find entrepreneurial opportunities and avoid the constant risks facing organizations, and despite the importance of these theories, they could not explain many phenomena at the organizational level that showed a lack of complete rationality in strategic decision-making related to the application of Entrepreneurial and achieving Excellent Performance over competitors and the sustainability of this Excellent Performance. Here, the intellectual debate arose regarding the inability of traditional strategic theories to interpret and explain organizational phenomena without using psychological, social and behavioral approaches in their strategic decisions. The problem can be summarized by highlighting its academic

dimension and the intellectual challenges it faces. The intellectual dimension focuses on the link between Entrepreneurial Awareness and performance. Excellent according to the behavioral approach, and the integration of B These variables require the ripening of an integrated intellectual model of Entrepreneurial Awareness and Excellent performance.

2- Field dimension: At the field level, Hotel organizations today no longer wait for environmental variables to happen and adopt appropriate responses to them. Rather, the responsible departments in those organizations are making events and adopting an active role by adopting an integrated structure of processes related to the transfer of sensory inputs, editing and storage. And retrieve information in order to take the first steps for the event industry and the reflection of those steps through highly developed performance data, and through the researcher's follow-up to all indicators of Iraqi hotel activity, the departments working in this field were not able to adopt such mentioned mechanisms and apply the aforementioned operations structure, which translates into A traditional performance format for organizations standing on the brink of impact in a mission environment.

The aforementioned problem can be expressed in its intellectual and field dimensions through the following questions:

- 1- What are the most important philosophical foundations and conceptual basics for the topics (Awareness entrepreneurship - Excellent performance) and its variables?
- 2- What are the problems facing Awareness approach to Entrepreneurial when trying to improve Excellent performance?
- 3- What is the mechanism through which awareness prompts can be used in taking entrepreneurial decisions? Which awareness biases contribute to supporting and motivating entrepreneurial decision-making, and which ones contribute to weakening these decisions?
- 4- What are the ways through which the hotel departments can achieve Excellent performance through the dimensions of awareness entrepreneurship, and how do these dimensions limit the damages of biases that the entrepreneur suffers from?
- 5- What is the level of correlation and influence between Entrepreneurial Awareness and Excellent performance in Iraqi hotels?

IMPORTANCE OF RESEARCH

Importance of research can be explained in the following points:

1- The research derives its importance from the importance of its researched variables through their interdependence with a distinguished combination, in the field of hotel and tourism research, as this combination is characterized by comprehensiveness due to its sub-variables as well as its novelty at the level of the sector.

2- The curve of the importance of research increases as it is an enabling tool for administrative leaders to identify and understand workers' skills closely, in order to enhance and develop positive and desirable skills for them, and to harness their capabilities and energies for the benefit of work, and to control negative citizens, which cause major problems in the work environment because of its consequences and clear negative effects on Excellent performance.

3- The importance of the research emerges through its dealings with a very important field, which is the first-class and excellent hotel sector in Baghdad, as this sector is of economic and social importance, as many interested people see that the form and content of performance in these

organizations is a real indicator of the level of progress that has been reached. To which country.

AIMS OF RESEARCH

The main objectives of the research can be stated in the following points:

1- Research aims to frame the nature of theoretical relationships by surveying the most prominent theoretical literature for the research variables and everything related to them, by defining the concepts and the importance of the dimensions of the research variables (Entrepreneurial Awareness ship and Excellent performance) and indicating the possibility of applying that framing at the field level in the Iraqi hotel work environment.

2- Providing a set of practical and theoretical information to those in charge of hotel organizations and workers in the relevant authorities, as through this it is possible to clarify the nature of the research variables, their sources and causes, and the extent of their reflection on the research sample, to direct the attention of the departments of the researched organizations and make their performance more appropriate to the reality of the required performance in an environment characterized by its data. confusion and uncertainty.

3- Displaying and analyzing the indicators of Entrepreneurial Awareness and their relevance and impact on raising the level of Excellent performance of hotels.

4- Opening the way for researchers to move towards future studies and research on the role and impact of Entrepreneurial Awareness and Excellent performance and their relationship to other variables in the areas of the tourism and hotel environment.

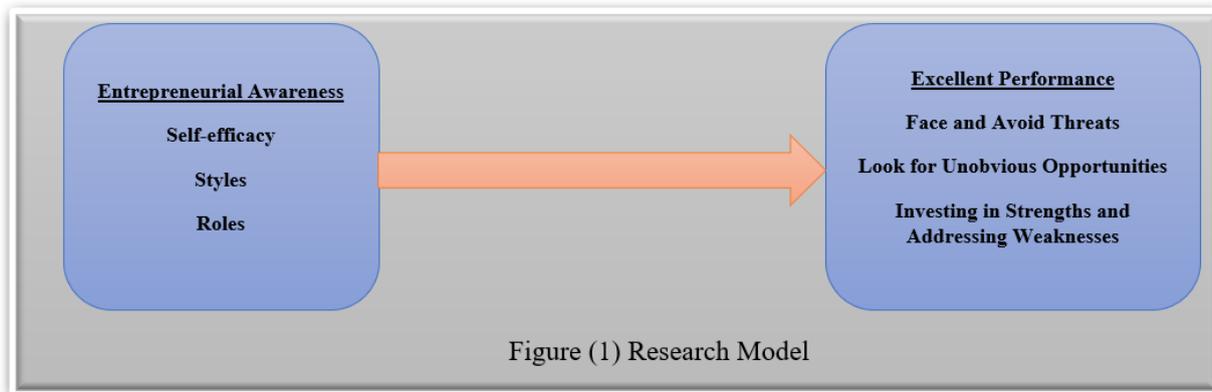
RESEARCH MODEL

Based on the research problem and its objectives, the researcher synthesized a hypothetical model, where the model

embodies the relationships of correlation and influence between the research variables. The following variables and dimensions

1- Independent variable (Entrepreneurial Awareness) and its dimensions (self-efficacy / patterns / roles).

2- Dependent variable (Excellent Performance) and its dimensions (confronting and avoiding the threat higher than expected / searching for unclear (hidden) opportunities and investing / investing and enhancing strengths and addressing weaknesses in an unusual way (and the figure below represents the hypothetical scheme of the research.



HYPOTHESIS

1- First hypothesis: There is a significant correlation between the level of Entrepreneurial Awareness and the Excellent performance indicators achieved in the first and first-class hotels in the city of Baghdad,

and the following sub-hypotheses emerge from it:

1-1- There is a significant correlation between the dimension of self-efficacy and indicators of Excellent performance achieved in the first and first-class hotels in the city of Baghdad.

2-1- There is a significant correlation between the patterns dimension and the Excellent performance indicators achieved in the first and first-class hotels in the city of Baghdad.

3-1- There is a significant correlation between the dimension of the roles and the Excellent performance indicators achieved in the first and first-class hotels in the city of Baghdad.

2- Second hypothesis: There is a significant effect relationship of Entrepreneurial Awareness in the level of Excellent performance indicators achieved in the first and first-class hotels in the city of Baghdad, and the following sub-hypotheses emerge from it:

1-2 - There is a significant impact relationship for the dimension of self-efficacy in the level of Excellent performance indicators achieved in the first and premium class hotels in the city of Baghdad.

2-2 There is a significant influence relationship for the dimension of patterns in the level of Excellent performance indicators achieved in the first and premium class hotels in the city of Baghdad.

3-2 There is a significant influence relationship for the dimension of roles in the level of Excellent performance indicators

achieved in the premium - and first-class hotels in the city of Baghdad.

RESEARCH APPROACH

Specialists in the field of scientific research consider the element of the curriculum as a design process through which plans are drawn up to collect information in order to make the study clarify its purposes in a simplified, coherent and systematic way. In the community of the organizations under study and explains the various phenomena associated with them and then extracts the basic results and indicators by using the description in collecting the data and information required by the research for the purposes of determining the results and standing on the most prominent indicators so that the description is associated with the analysis of the research variables and this approach is commensurate with the current variables, as well as the use of the questionnaire tool In collecting data on the research sample organizations in the field aspect of the research, as well as personal interviews and field coexistence in hotels (field of study) to identify the actual reality of hotel work.

VALIDITY OF THE QUESTIONNAIRE

- 1) Validity Test: In order to verify the validity of the questionnaire as an approved scientific and

methodological tool in data collection, researchers present it to a number of specialists in the field of scientific research and scientific fields related to the research variables. In the current research, the researcher resorted to presenting the questionnaire to a number of specialists in areas of (organizational behavior, organization management, hotel management) and their opinions were taken regarding amending the wording of a number of paragraphs and replacing them with other paragraphs that are more expressive of the research reality.

- 2) Reliability Test (Alpha Cronbach): To prove the reliability of the data obtained from the distribution of the questionnaires to the sample members, the researcher uses the method of the stability coefficient

(Alpha Cronbach), and the results of the stability test were according to the method of the reliability coefficient for the questionnaire items as shown in the table below, as the table proved that the value of the coefficient The stability of the total items of Entrepreneurial Awareness is (0.862), which indicates the presence of high stability in the items of this variable, given that they exceed the value of (0.70). The stability of the total paragraphs of the questionnaire to (0.923), which is more than (0.70), which proves that the paragraphs of the questionnaire passed the stability test successfully, and thus documents the presence of high stability in the entire paragraphs of the questionnaire according to the method of the stability coefficient

Table (2) shows the results of the Alpha Cronbach stability coefficient test

Var.	Code	Alpha Cronbach	Decision
Entrepreneurial Awareness	X	0.862	acceptance
Excellent Performance	Y	0.894	acceptance
Total		0.923	acceptance

RESEARCH COMMUNITY AND SAMPLE

The research community: Researchers must, upon initiating any research or study, define

the target community and sample, which is considered by many to be the most important and decisive part of the researcher’s success in achieving the envisaged goals, in addition

to defining the community and the sample necessarily means that the steps that follow will be systematic. And clear and accurate, and as a result of the researcher's desire to reach accuracy in the research outputs, he surveyed the opinions of the largest number of departmental teams working in the research sample hotels, which were chosen because they represent the most active and famous hotels in the city of Baghdad, which

are shown in the table below, and (26) were distributed A questionnaire in each hotel for members of senior management, i.e. a total of (130), all of which were retrieved in the interest of the researcher not to lose or invalidate any of them and were subjected to statistical analysis, and the table below shows the names and classifications of the hotels of the research sample.

Table (3) Hotels of the Research

#	Hotel's Name	Class
1	Al-Rashed (Royal Tulip)	5 stars
2	Ishtar (Grand Crystal)	5 stars
3	Palestine (Meridian)	5 stars
4	Rotana Babylon	4 stars
4	Baghdad	4 stars

Characteristics of the research sample: The most prominent characteristics of the research sample can be stated through the following points:

Job Position: Through the results contained in Table (4) below, which is related to determining the job position of the members of the research community, it was found that the percentage of the job position of the general manager and his assistants was (12.5%) of the community, while the members of the board of directors constituted (23%) of the community. The community,

while the percentage of the job position of the authorized director was (6.9%), while the highest percentage of job positions in the community was for the heads of departments, with a rate of (57.6%), which is an indicator that confirms the closeness of the research work to the field reality, given that the heads of departments, who are the largest percentage, are the most close to the reality Work in the field of the hotel environment, and they are the ones who reflect the foundations of the work in its realistic way.

Academic qualification: The results included in Table No. (4) below showed that holders of a bachelor’s degree constitute the largest percentage among the members of the research community with a rate of (54.4%), while the second rank was for the diploma certificate with a percentage of (21.7%), while the master’s degree category came in the third rank with a percentage (13.8%), and the sample of holders of a higher diploma ranked fourth with a rate of (6.6%), and the category of holders of a doctoral degree came in the fifth rank with a rate of (5%). University degrees that contribute to the performance of job tasks at a good level, in addition to their enjoyment of qualifications that are consistent with the research variables. Table (4) Distribution of the research community by academic qualification.

Experience : Table No. (4) for clarifying the categories of the surveyed society according to the years of service shows that it is clear that the category (11-15) years came in the first place with a rate of (47.6%), then in the second place the category (16-20 years) came with a percentage of (25.3%), while the category of years of service 21 years or more ranked third with a rate of (15.7%), while the fourth rank was for the service category (5-10) years with a rate of (11.4%), as these percentages indicate the availability of diversity in the ranges of experience In the researched community, noting that the largest percentage has a good level of years of experience, which qualifies them to provide accurate and realistic information according to the hotel work data in the Iraqi environment.

Table No (4) Demographic Distribution of members of Sample

Characteristics	Notice	Observe	Rate
Job Position	General Manager	16	12.5
	Board Member	30	23
	Authorized Manager	9	6.9
	Department Manager	75	57.6
Academic qualification	Diploma	28	21.7
	Bach.	71	54.4
	H. Diploma	8	6.6
	Master	18	13.8
	Ph. D	5	3.5
Experience	Less 10	15	11.4
	Less 15	62	47.6
	Less 20	33	25.3
	More 20	20	15.7

SECOND APPROACH - THEORETICAL FRAMEWORK:

A. Entrepreneurial Awareness

1- Concept:

(Mitchell et al, 2002: 25) indicated that the field of understanding entrepreneurship through the cognitive approach has not received the necessary attention in the business world until today, and researchers in this field believe that the cognitive domains are the set of elements that distinguish the entrepreneur from others, and these domains extend from beliefs to Personal values, perceptual patterns, and mental processes, as the cognitive approach to entrepreneurship uses these areas to study and explain behavior related to finding and identifying opportunities in order to create new businesses or develop existing businesses.

Entrepreneurial perceptions can be defined as (knowledge structures that people use to make assessments, judgments, or decisions that include evaluating opportunity, creating projects, and growing) (Mitchell et al, 2002: 96), while (Barbosa, 2007: 97) defined it as (how In which the entrepreneur uses simplified mental models to collect unconnected information that helps define and innovate new products or services in order to gather the necessary resources to start a business or to grow that business

(Sanchez, 2011:43) believes that it is a set of intellectual models that are arranged in a way that maximizes of personal effectiveness in a given situation and includes the people and teams that create actions for other people within the market environment , The researcher believes that Entrepreneurial Awareness can be defined procedurally as:

(A group of intellectual operations performed by managers of hotel organizations according to interactive mechanisms with the total number of individuals working within their organizations, which mainly aims towards innovating new services and in creative ways different from the corresponding organizations).

2- Dimensions: A number of researchers followed the cognitive approach to entrepreneurship, which appeared to explain the mental processes of the entrepreneurial manager and how he relied on simplified directives when making decisions.

I. Self-efficacy: It is defined as a person's belief in his ability to organize and implement the paths of activities required to achieve the specific gains (Foleide, 2001:49).Schunk (2005:78) identified basic sources of self-efficacy that can be expressed as follows: (actual performance / other people's

experiences / forms of persuasion / psychological responses).

- II. Styles: Historically, the cognitive style is referred to as a psychological dimension that represents the extent of compatibility in the style of the cognitive function of individuals, in particular, in the area of acquiring and processing information. Cognitive patterns are habitual and fixed attitudes, preferences, or strategies that determine patterns of perception, remembering, thinking, and problem-solving for individuals (Kozhevnikov, 2007: 646). According to (Brigham 2015: 31), the perceptual pattern is characterized as: (Can be assessed using psychological prognostication techniques as constant over time/bipolar/describes the difference in thought processes and not the best thought process).
- III. Roles: (Sanchez, 2001:68) defined roles as (cognitive mechanisms consisting of key elements in the decision in a specific situation and the possibility of arranging events within the structuring of perceptions in People's brains and these cognitive structures function as roles that precede the decision-making process. The roles of experts consist of (the roles of preliminary arrangements /

the roles of commitment perceptions / the roles of ability perceptions) (Al-Banna, 2014: 42).

The researcher believes that the overall insights and ideas related to perceptual leadership revolve around the structure of the intellectual mechanisms adopted by the leaders of hotel organizations in the way they read the nature of the hotel environment and what are the most successful ways to achieve a state of exclusivity in preparing, producing and providing service unlike a previous model and thus ensuring a distinct form of the nature of the organization Hotel services, which constitutes the most prominent challenge in today's organizations in particular, with the state of great symmetry in the pattern of services provided in the face of a fundamental change in the quality and level of consumer awareness of individuals towards the service, as today the tourist and guest have become a real partner in designing the form and content of the service and is no longer satisfied with what is traditional, which is what It is imperative for working organizations to adopt the idea of leadership in a real way.

B. Excellent Performance:

1 Concept

The state of Excellent Performance constitutes an obsession that drives

departments and directs everyone towards providing advanced levels of giving, and (Bauch Andreas, 2009:60) believes that Excellent performance is (the ability to use the organization's resources in efficient ways in order to reach its goals by maximizing the outputs by a greater percentage of the inputs (Al-Enezi, 2011: 59) defines it as a set of human resource practices, business structures, and processes that increase employee skills, commitment, and flexibility (Ivancevich, 2013: 68), defines it as the human, community, environmental, and financial contribution to the organization, which Achieved by balancing the important needs of the short and long term to ensure the continuity of production operations at a level that exceeds similar organizations), The researcher believes that Excellent performance can be defined procedurally as: (The integrated structure of the administrative practices that the hotel management intends to aim primarily at creating an internal environment for the hotel organization that is closer to the ideal and forming an employee with a greater capacity and participation in assuming responsibility and completing the assigned tasks and tasks).

2- Standards:

There are special criteria through which any performance can be described as Excellent, and the most prominent of them can be

expressed in the following points: (Hashem, 2014: 70)

A - Leadership: - This criterion is based on developing the organization's vision, mission and values.

B - Strategic planning: - It depends on developing perceptions and visions and drawing the features of the future. It also works to reduce the negative effects of the surrounding environmental conditions and achieve the quality of products.

C- Analysis and information: - It depends on making the right decisions through the availability of information that is compatible with the needs required to make those decisions.

D - Focusing on the organization and its customers: - It depends on retaining customers through the use of various public relations in dealing with them, as the organization is constantly in direct contact with customers and without an intermediary.

C - Developing human resources: - It depends on visiting the knowledge and capabilities of all employees in the organization and thus achieving a competitive advantage.

H - Operations Management: - It depends on determining the appropriate method for

converting inputs into outputs that meet the needs and desires of customers.

G- Results: It depends on knowing the results of the organization's business, and this is done by knowing the opinions of customers and the extent of their satisfaction with the organization's products, as well as determining the levels of financial and operational performance and comparing them with competitors.

3- Dimensions: Through the expansion of the concept of performance and its ramifications, many models for the dimensions of what can be called Excellent performance appeared, and the researcher chose the dimensions consistent with the nature of the current research and its field environment. These dimensions are represented in the following points:

A- The ability to face threats and avoid them at a higher rate than expected: It is defined as (the ability to identify threats in the external environment of the organization and develop the necessary plans to avoid or reduce their negative effects, which is what managers must be aware of mentally and cognitively for the purpose of confronting all threats of the external environment to achieve Excellent performance.) (Al-Zuhairi, 2017: 56)

B- Searching for and investing in unclear (hidden) opportunities: This dimension includes the following mechanisms (Al-Jader, 2007: 36).

Recognizing and accurately identifying the nature of the available opportunities and describing them in order to know the extent of their importance and compatibility with the capabilities of the internal organization.

- Evaluating the available opportunities and estimating their feasibility in order to know the extent of the risks associated with them, and thus determine the appropriate capabilities of the organization.
- Arranging opportunities according to their priority in order to direct the efforts of managers to seize the most important opportunities for the organization

C- Enhancing strengths and addressing weaknesses in an unusual way: strengths are referred to as positive advantages that help invest what is available in order to achieve organizational success and achieve Excellent performance, and include the ability to invest and enhance strengths and identify existing strengths. In the internal environment of the organization, and the application of the necessary principles to enhance it and direct it towards taking advantage of opportunities (Al-Husseini, 2004: 98). Production costs compared to

competing organizations (Al-Douri, 2005: 155)

The most important mechanisms of Excellent administrative work are represented by working to strengthen the strengths and addressing the most prominent points through which the organization can be attacked, as they constitute a state of weakness in the overall performance data.

The researcher believes that the hotel administrations are in a highly changing environment and are witnessing a high curve of uncertainty, and therefore, according to these data, the traditional performance is no longer a guarantee of the continuity of these organizations. Rather, today they are required more than ever before to provide levels of Excellent bid, which guarantees a state of defense of their market share and position. Within the task environment work structure and without understanding this approach, departments will not be able to continue and survive in an environment where fierce competition is growing.

THIRD APPROACH: PRACTICAL ASPECT

- 1- **Descriptive analysis** of the research variables according to the sample answers, This topic reviews the results of the descriptive statistical analysis of Entrepreneurial

Awareness and Excellent performance.

- A. Descriptive analysis of the independent variable (Entrepreneurial Awareness), from Table (5) documents that the value of the weighted arithmetic mean of Entrepreneurial Awareness as the independent variable was recorded (4.11), which is greater than the value of the hypothetical mean that represents the boundary between agree and disagree and is (3), which confirms that the intensity of the research sample's responses regarding Entrepreneurial Awareness tended towards I agree, to indicate that the respondent's response level on most of the cognitive entrepreneurship items was at a high level, with a standard deviation of cognitive entrepreneurship amounting to (0.559), which shows the homogeneity of the research sample's answers regarding the variable items, while the relative importance recorded a value of (82.2%). While the coefficient of difference was (0.13), which indicates the agreement of most of the research sample on the items of Entrepreneurial Awareness. As for the sub-dimensions, the dimension (patterns) came in the first order, with an arithmetic mean (4.13) and a coefficient of difference (0.12), which indicates that the departments operating in hotel organizations have usual and

fixed attitudes, preferences, or strategies that determine the forms of perception of the nature of work, the services provided, and the prevailing performance, including It means that the departments are moving at an almost constant pace in the nature of their dealings with hotel work data, While it came after (roles) in the third order with a standard deviation (0.58) and a relative importance of (81%) and a coefficient of difference (0.14), which indicates a weakness in hotel managements' understanding of the

reality of the hierarchy of cognitive processes that take different roles such as (the roles of initial arrangements / the roles of commitment perceptions / roles of ability perceptions) and therefore the state of irregularity in this understanding is an important indicator that requires review in order to adopt a real structural understanding and realization of the nature of hotel work in the sector environment. (Table 5) descriptive statistics for the independent variable (Entrepreneurial Awareness).

Table (5) descriptive statistics for Entrepreneurial Awareness

Peripety	response	C.V	Imp. R	St. D	M	Var.
2 nd	High	0.13	83	0.55	4.15	Self-Efficacy
1 st	High	0.12	82,6	0.53	4.13	Styles
3 rd	High	0.14	81	0.58	4.05	Roles
	High	0.13	82,2	0.55	4.11	Entrepreneurial Awareness

B. Descriptive analysis of the dependent variable (Excellent Performance), Through Table (6) below, it is clear that the dependent variable (Excellent Performance) has achieved an arithmetic mean of (4.01), which is higher than the hypothetical mean, with a coefficient of difference (0.15), a standard deviation of (0.61), and a relative importance of (80%), which confirms the homogeneity of the sample answers. In addition, this is

an indication of the significant interest of the research sample members in the variable in its general form.

As for the sub-dimensions, the dimension (searching for unclear opportunities (buried) and investing in them) came in the first order, with an arithmetic mean (4.14), a standard deviation (0.56), and a relative importance of 82.8%, which confirms the interest of the sample in searching for real opportunities in light of the large crowding in

the hotel business and the impact of The economic, security and health conditions that Iraq and the world are going through in recent years, which imposed a state of stagnation at the level of general and hotel performance in particular, which raises the importance of the ability of any administration to seize opportunities (buried) in light of such environmental data.

While the dimension (the ability to confront and avoid threats higher than expected) came in third place with an arithmetic mean (3.80)

and a relative importance (76%) and a coefficient of difference (0.17), which indicates that departments are strikingly far away from pursuing competitive mechanisms to confront organizations operating within the same field. Consequently, most of the departments are concerned with the internal environment of the hotel and pay marginal attention to the nature of threats and competition that can be imposed by organizations operating within the same environment.

Table (6) Descriptive statistics for Excellent Performance

Peripety	response	C.V	Imp. R	St. D	M	Var.
3 rd	High	0.17	76	0.68	3.80	Face and Avoid Threats
1 st	High	0.13	82,8	0.56	4.14	Look for Unobvious Opportunities
2 nd	High	0.14	82,1	0.60	4.10	Investing in Strengths and Addressing Weaknesses
	High	0.15	80	0.61	4.01	Excellent Performance

2. Test of Correlation Hypothesis:

The researcher resorted to employing the (Z-TEST test) to test the hypotheses of the correlation between Entrepreneurial Awareness in its three dimensions (self-efficacy / patterns / roles) and Excellent performance in its three dimensions (the ability to face threats and avoid them higher than expected / searching for unclear

opportunities (hidden) And investing / investing and enhancing strengths and addressing weaknesses in an unusual way), as the correlation hypothesis will be accepted in the event that the probability value (P-value) corresponding to the calculated Z value is less or equal to the level of significance used in the research of (0.05) and at the same time the value of The calculated Z is greater than its tabular counterparts amounting to (1.96), and

therefore the association hypothesis is accepted with a confidence rate of (95%), otherwise the test result will result in the hypothesis being incorrect. To find out the strength and direction of the correlation between Entrepreneurial Awareness in its three dimensions and Excellent performance, the researcher found the correlation coefficient between the variables. At this stage of the analysis, the following hypotheses will be tested:

It is clear from Table (7) that the calculated Z value amounted to (4.490), which is significant, due to the fact that the probability value (P value) corresponding to the calculated Z value amounted to (zero), which is less than the significant level used in the

research, which is (0.05), which confirms that The calculated Z value was greater than the tabular Z value of (1.96), while the value of the correlation coefficient between Entrepreneurial Awareness and Excellent performance was (0.719**), to establish that there is a direct strong correlation between the two variables, as Table (10) achieves the acceptance of all secondary hypotheses Emanating from the first main hypothesis, as the table shows that the (self-efficacy) dimension achieved the highest correlation value with the dependent variable with a value of (0.662**), while the (roles) dimension achieved the lowest correlation value with the dependent variable by (0.414**).

Table (7) Correlation Matrix between Entrepreneurial Awareness & Excellent Performance

result	Y	Dependent				Var. Inadept.
		Y3	Y2	Y1		
accept	0,662**	0,631**	0,536**	0,560**	r	X1
	4.134	3.940	3,347	3,497	Z-test	
	0.000	0.000	0.000	0.000	P value	
accept	0.629**	0.575**	0.542**	0.527**	r	X2
	3.928	3,590	3,384	3.291	Z-test	
	0.000	0.000	0.000	0.000	P value	
accept	0.414**	0.469**	0.392**	0.224	r	X3
	2,854	2,928	2.448	1.389	Z-test	
	0.000	0.000	0.000	0.164	P value	
accept	0.719**	0.662**	0.583**	.526**	r	X
	4.490	4.134	3.640	3.284	Z-test	
	0.000	0.000	0.000	0.000	P value	

3. Test of Impact Hypothesis:

To test the effect of the variable (Entrepreneurial Awareness) with its three dimensions on (Excellent performance), the researcher adopts the (F-TEST) test, as the effect hypothesis will be accepted if the probability value corresponding to the calculated F value is smaller than a significant level (0.05), and the calculated F value is greater. Of its tabular counterparts amounting to (4,0847), i.e., accepting the influence hypothesis by (95%). As for the statement of the percentage of interpretation (effect) of Entrepreneurial Awareness in Excellent performance, the researcher relied on the coefficient of determination (R^2), and the following influence hypotheses are tested at this stage of the statistical analysis:

2- The second main hypothesis: There is a significant effect relationship of Entrepreneurial Awareness in the level of Excellent performance indicators achieved in the first and first-class hotels in the city of Baghdad, and the following sub-hypotheses emerge from it:

1-2- There is a significant influence relationship for the dimension of self-efficacy in the level of Excellent performance indicators achieved in the first and first-class hotels in the city of Baghdad. Table (8) shows the acceptance of the secondary hypothesis with a confidence rate

of (95%), as the calculated F value was (29,664), which is significant, because it is greater than the tabular F value of (4.0847) at a significant level of 0.05, especially that the probability value corresponding to the F value The calculated value was (zero), which is less than the level of 0.05, and the value of the coefficient of determination was 43.84, which indicates the percentage of interpretation after the self-efficacy of the change that occurs in the indicators of Excellent performance.

2-2-2 There is a significant influence relationship for the dimension of patterns in the level of Excellent performance indicators achieved in the first and first-class hotels in the city of Baghdad. It is clear from the table below that the secondary hypothesis was accepted with a confidence rate of (95%), as the calculated F value was (24,822), which is significant, because it is greater than the tabular F value of (4.0847) at a significant level of 0.05, especially that the probability value corresponding to the calculated F value It was (zero), which is less than the level of 0.05, and the value of the coefficient of determination was 39.56, which indicates the proportion of interpretation after the patterns of the change that occurs in the indicators of Excellent performance.

3-2- There is a significant influence relationship for the dimension of roles in the

level of Excellent performance indicators achieved in the first and first-class hotels in the city of Baghdad. By looking at the table below, it is possible to accept the secondary hypothesis with a confidence rate of (95%), as the calculated F value was (7.875), which is significant, because it is greater than the tabular F value of (4.0847) at a significant

level of 0.05, especially since the corresponding probability value The calculated value of F was (zero), which is less than the level of 0.05, and the value of the coefficient of determination was 17.20, which indicates the ratio of interpretation after the roles of the change that occurs in the indicators of Excellent performance.

Table (8) Test of Regression Hypothesis

Result	Y	Dependent				Independent
		Y3	Y2	Y1		
accept	%43,84	%39.82	%28.73	%31.36	% R ²	X1
	29.664	25.14	15.318	17.361	F-test	
	0.000	0.000	0.000	0.000	P value	
accept	%39.56	%33.06	%29.38	%27.77	% R ²	X2
	24.822	18.769	15.806	14.612	F-test	
	0.000	0.000	0.000	0.000	P value	
accept	%17.20	%22	%15,37	%5.02	% R ²	X3
	7,875	10.716	6,899	2,007	F-test	
	0.000	0.000	0.000	0.000	P value	

Table (9) and according to the results of the (SPSS. V26) statistical analysis program document the acceptance of the second main hypothesis, which states (there is a significant effect relationship of Entrepreneurial Awareness in the level of Excellent performance indicators achieved in the first and first-class hotels in the city of Baghdad), which confirms its acceptance with a percentage of confidence (95%), by applying the method of multiple linear regression analysis to show the effect of Entrepreneurial Awareness dimensions and its dimensions on

Excellent performance, as the calculated F value reached (12,818), which is significant, because it is greater than the tabular F value of (2,838) (at a significant level). 0.05), especially that the probability value corresponding to the calculated F value was (zero), which is smaller than the significant level (0.05), and the value of the determination coefficient R² was (52%), indicating the rate of interpretation (effect) of Entrepreneurial Awareness for the change in The indicators of Excellent performance achieved and thus becomes the multiple linear regression equation that expresses the linear influence relationship between the dimensions of Entrepreneurial Awareness (self-efficacy, style, roles) combined, which is symbolized by each of them ((X3, X2, X1, respectively) and the Excellent performance that is symbolized by (Y) on As follows:

$$Y = 0.794 + 0.45 X1 + 0.37 X2 + 0.04 X3$$

Table (9) Multi Regression

Result			R ²	β	α	Var.		
	p	F				Dep.	Independent	
Acceptable	0.000	12.818	%52	0.450	0.794	Y	X1	X
				0.370			X2	
				0.04			X3	

FOURTH ASPECT: CONCLUSIONS AND RECOMMENDATIONS:

A. Conclusions:

1- Through the results of the field study, it was found that the departments operating in the hotel organizations have usual and fixed positions, details, or strategies that determine the forms of perception of the nature of work, the services provided, and the prevailing performance, which means that the departments are moving at an almost

constant pace in the nature of their dealings with the data of hotel work.

2- It was found through the field study that there is a weakness in hotel administrations' understanding of the reality of the hierarchy of cognitive processes that take different roles such as (the roles of initial arrangements / roles of commitment perceptions, roles of ability perceptions) and therefore the state of irregularity in this understanding is an important indicator that requires review in order to adopt a structure Real in understanding and realizing the

nature of hotel work in the sector environment.

3- The results obtained showed the interest of the sample in searching for real opportunities in light of the state of great crowding in the hotel work and the impact of the economic, security and health conditions that Iraq and the world are going through in recent years, which imposed a state of stagnation on the level of general and hotel performance in particular, which raises the importance of the ability of any administration to Seizing (hidden) opportunities in light of such environmental data

4- The results of the statistical tests proved the correlation and influence relationships between the independent and dependent research variable.

B. Recommendations:

1. The need to adopt systematic cognitive mechanisms that adopt environmental extrapolation processes and predictive programs and mechanisms in order to ensure an actual understanding and realization of what the general events that affect the overall economic reality in Iraq are related to, in particular, the tourism and hotel market.
2. Adopting international indicators that show performance levels in a way that helps hotel organizations to

determine their current position within the tourism market, and to get out of the state of isolation and retreat to the internal environment of the hotel, and to set benchmarking standards for the targeted performance levels.

3. Enhancing the search for environmental opportunities, as the Iraqi reality, despite its negative influence factors, and as a result of its historical, religious and natural specificity, can constitute an inexhaustible source of tourism and hotel opportunities, especially with important events such as the entry of the marshes into the World Heritage List and the visit to Baba. The Vatican and other events that could constitute important hotel activity opportunities.
4. Operating departments must cooperate with research institutions at the local, regional and international levels that can provide them with assistance with regard to the mechanisms that ensure achieving the targeted entrepreneurial levels by providing them with a study on the future of the industry in general and what the hotel industry requires in the future to work on determining the

form of the hotel organization in the future and what needs to be done.

C. Suggestions:

The proposals that the researcher sees as complementing the current research can be stated in the following points:

1. Study the impact of strategic foresight in achieving hotel leadership.
2. Need to Study impact of forecasting processes in raising the level of Excellent performance of Iraqi tourism companies.
3. Study impact of Entrepreneurial Awareness in raising the level of human resources performance in Iraqi hotels.

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