The influence of the spokesperson's skills (media person) in managing tourism crises (An exploratory study of a sample of the shrines of Babil Governorate)

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Abstract:

The media spokesperson is the interface between the organization and the public and plays an important role in times of crisis by sending reassuring messages to the public or determining levels of warning and readiness for what might plague the organizations in general and tourism in particular. All that the media spokesperson had high skills to enable him to deal with crises With all his wisdom, for the purpose of overcoming it and putting the organization in a better position than it was before the occurrence of the crisis, as the researcher identified the problem of the study through the following question (What is the role of the media spokesperson in managing the tourism crises through the study sample?) and the descriptive analytical approach was adopted in carrying out this research, This study included (the private secretaries, the deputies of the private secretaries) as the study population intended included (54) people who had the questionnaire form distributed to them, and the forms were collected in the final form to be (50) valid forms, as the questionnaire consisted of (80) paragraphs. The questionnaire was supported by field interviews and coexistence, and in this study it was based on the (SPSS V.23) program as well as the (AMOS V.23) program, in addition to descriptive statistics methods. As for the purpose of testing hypotheses, and perhaps the most important conclusions reached by the study is the existence of a significant correlation relationship between the skills of the media spokesperson and the management of tourism crises, as well as the existence of a weakness between self-skills and the containment of damages in the researched organization. As a result, the study concluded with several conclusions, perhaps the most important of them Every shrine should have an official spokesman for the shrine with media skills that enable him to interact with the public in times of crisis.

Keywords: spokesperson, AMOS V.23, SPSS V.23

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I.   Introduction:

In light of the progress and development witnessed by organizations in general and tourism in particular in various technological, administrative and other details, there is an urgent need to have a spokesperson (media person) whose work is a link between the organization and the masses informing them of the organization's news and developments, and works To bring points of view closer through an attractive balanced presentation that works to form a good mental image of the public about the organization, and the importance increases at the time of crises, as media crisis management requires skills and capabilities that must be available in the spokesperson (the media) in order to effectively manage the crisis, The masses need a reliable source to provide them with news, details, and current and future plans for the organization, especially the tourism organizations, as they are usually sensitive to crises and turmoil, so there must be someone who works to reassure them and build confidence in the public towards the organization. The importance of the study is the effect of the skills of the official spokesperson (media person) In the management of tourism crises, it is a continuation of the research efforts that preceded this study in this field, as for the objectives of this study, they are to define the framework of the unwinding Irrigation and theoretical variations of the media spokesperson and the management of tourism crises as important variables in the tourism organizations, as well as to reach the nature of the relationship and influence between the media spokesperson and the management of tourism crises for the shrines in Babel Governorate.

First: The problem of the study: The presence of the official (media) spokesperson in the tourism organizations possessing skills and experience in crisis management will work to put the tourism organization in a good position in the event of crises by avoiding crises before they occur and how to manage the crisis during and after its end. The problem of the study lies Through what we have seen in most of the visited shrines, the absence of the role of the spokesperson (the media) in managing the tourism crises, knowing that this role is occupied by people indirectly and based on the above, the researcher sees an urgent need to conduct the research in order to find out the nature of the relationship between the variables studied For the purpose of reaching results that contribute to enhancing the performance of workers in the shrines of Babil Governorate. This importance increases in light of the various crises these shrines are experiencing, as it is possible to define the problem of the study by asking a number of questions and my clauses: -

1- What is the extent of awareness of the higher leaders in the shrines of the importance of the official spokesperson (the media), and how does he contribute to managing the tourism crises in the sample of the Babylon governorate's shrines researched?

2- Is there interest on the part of the higher leaders in the shrines of Babil Governorate with the official spokesperson (the media) and managing the tourism crises?

3- Are there significant differences between the responses of the sample in the shrines of Babil Governorate for the two variables of the official spokesperson (media) and the outbreak of tourism crises?

4- What is the level of liaison relations between the spokesperson (the media) and the tourism crisis management?

5- What is the level of influence relations between the spokesperson (the media) and the tourism crisis management?

Second: The importance of the study: The importance of the study is evident in all of the following: -

1- This topic is one of the topics that require study by researchers, leaderships and those in charge of these honorable shrines.

2- Highlighting the role of the spokesperson (the media person) and the roles he plays in the event of a crisis, through the skills he possesses in this field due to the scarcity of research and studies related to it.

3- This study is an attempt to contribute to reaching scientific results that benefit those interested in this field.

Third: Objectives of the study:

1- Creating a theoretical framework for the purpose of identifying the cognitive and academic side of the study variables (media spokesperson and tourism crisis management) in order to benefit from it by the study community in the shrines of Babil Governorate, and it is possible to generalize the results to the rest of the shrines in Iraq.

2- Knowing the nature of the relationship between the study variables (the skills of the media spokesperson and managing the tourism crises in the shrines of Babil Governorate).

3- An attempt to direct the attention of the higher administrations in the honorable Shiite shrines to the role of the media spokesperson in managing the crises that occur in the shrines and to give the issue the appropriate importance.

Fourth: Methodology of the study: The current study relied on the descriptive - analytical approach, as this approach deals with describing what is in place and which the researchers adopt in obtaining adequate and accurate data and information (Qandalji, 2019: 121), then extracting the main results and indicators using the description for the purpose of Collecting the information and data required by the study for the purpose of knowing the results and identifying the most important indicators for the purpose of coupling the description with the analysis of the study variables, (Ismail, 2010: 10) that this approach is suitable for the researched variables based on collecting data and facts through the questionnaire, classifying it, processing it and analyzing it accurately and extracting the indications to reach to conclusions about the phenomenon that can be adopted and generalized.

Sixth: The study hypotheses: The study hypotheses are a temporary solution to a problem to be solved that embodies the relationship between the two variables, the skills of the media spokesperson and the management of tourism crises, and it needs to be proven through statistical methods and usually extracted from the theoretical framework, which in turn determines the direction of the hypotheses and divides the hypotheses into the following:

First: The first main hypothesis: There is a significant correlation between the skills of the media spokesperson and the management of tourism crises, and this hypothesis is derived from the following sub-hypotheses:

1- There is a significant correlation between self-skills and tourism crisis management.

2- There is a significant correlation between human skills and tourism crisis management.

3- There is a significant correlation between technical skills and tourism crisis management.

4- There is a significant correlation between intellectual skills and tourism crisis management

Fifth: the hypothetical outline of the study

Spokesperson skills (Media)

Intellectual skills | Artistic skills | Human skills | Self-skills

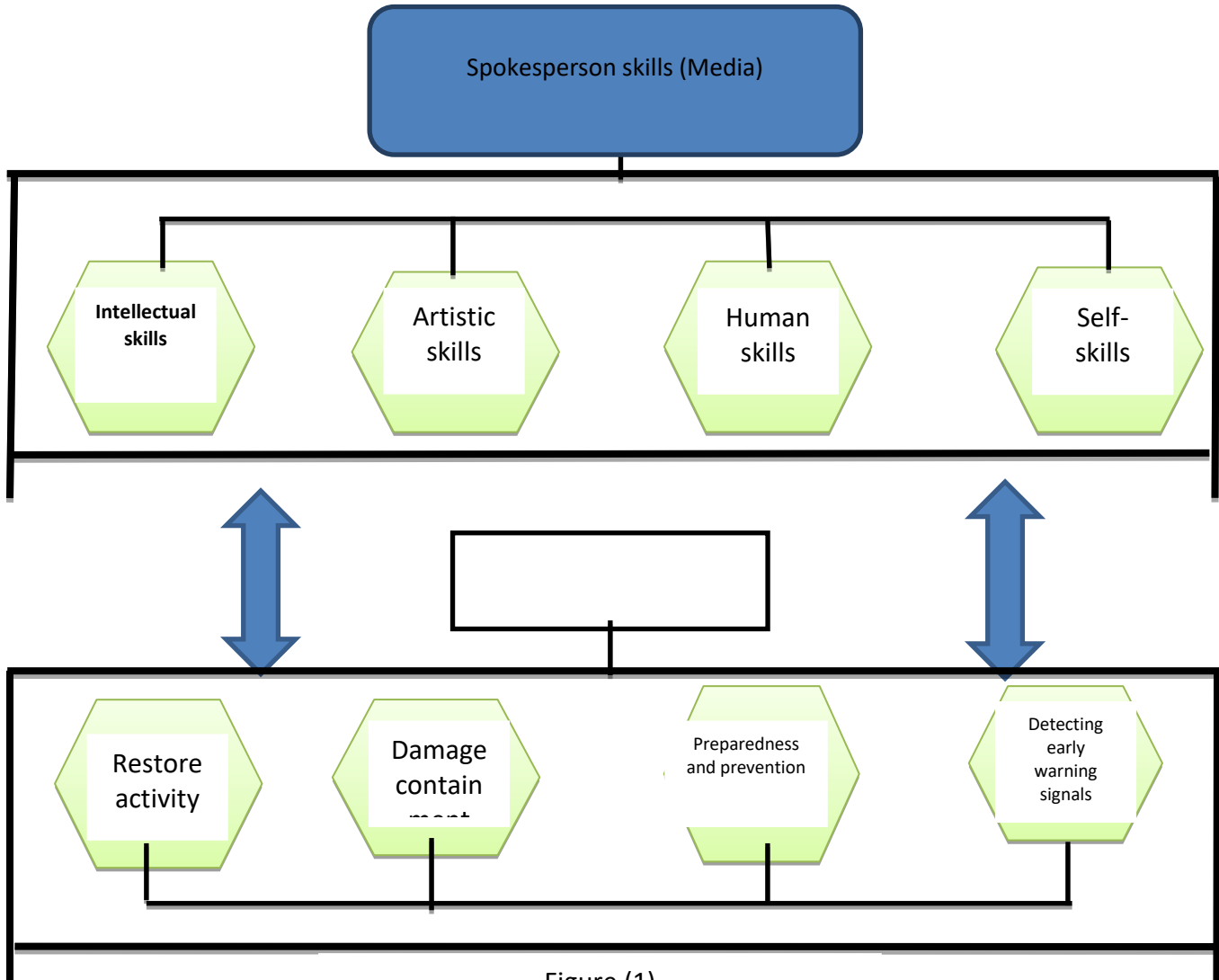Restore activity | Damage containment | Preparedness and prevention | Detecting early warning signals

Figure (1)

Hypothesis study outline

Source // prepared by researchers

Correlation relationship

II. The foundations and intellectual principles of the official spokesperson (media person)

First: the concept of the spokesperson (media person)

The profession of the spokesperson is one of the old professions whose names have changed over the years as rulers and kings used to transmit their instructions to people through people calling in the markets and shops to inform people of instructions. Researchers and writers differed in defining unified concepts for the concept of the media spokesperson due to their different specialties and point of view. The topic is one of the topics in which there are few resources according to the knowledge of the humble researcher, and we will, in this topic, present these concepts. As the speaker's word came in the language, "the speaker (happened) and the speaker of the people is the place in which he speaks" (Al-Abjadi, 1982: 898). As for convention, researchers and writers differed regarding defining the concept of the media spokesperson in terms of convention, each according to his specialization and his own point of view, and he knew it (Al-Hamid, 2013: 176). "The person responsible for confronting newspapers and media representatives to answer their questions, or a press release statement or a media report dealing with the organization's position regarding a specific event or crisis." He saw (Al-Buqami, 2015: 13) as "that official responsible for publishing what he deems appropriate in terms of news and information. And trends and decisions related to the facility that he represents, its policy, and its different stances regarding various issues of concern to the government or of public opinion and the media, "while he sees, (Ferjani, 2015: 36)" the person who professionally transmits and presents information and his voice to the masses by (radio, newspapers or Seminars, press conferences or private meetings). He pointed out, (Awadallah, 2018: 66-67) that he is "the person who specializes in the field of media, to gain confidence and satisfaction between the institution and its audiences, because of its influence on public opinion and through research and communication activity that he provides with the internal and external audiences of the institution through efforts Planned and thoughtful, to avoid crises. "

Second: The functions of the spokesperson: The spokesperson performs many functions and works as an integrated system, and it is worth noting that there are a group of functions as mentioned, (Awad Allah, 2018: 76), including the following: -

1- Working on publishing news and truthful information about the institution's policies, achievements, future plans and special circumstances, for the purpose of informing the masses and working to answer their inquiries.

2- Improvement and closer relations between the organization and the public, especially the internal and external and governmental institutions.

3- Analyzing, measuring and studying the public's attitudes toward the organization, and providing its audiences with information, facts and data pertaining to the organization, in order to ensure that it gains its support for the goals, policies and achievements of the organization.

4- Defining the communicative process, as it must be appropriate for the target audience, whether this audience is internally or externally.

Third: The Objectives of the Official Spokesperson: (Media), (Al-Zaidin 2013: 46), (Ferjani, 2014: 37)

1-   He works to build a good mental image characterized by positivity about the organization in which he works, as a good mental image about the organization is one of the foundations for the success of the organization in its work.

2- He clarifies the benefits obtained from the decisions and positions taken by the organization in which he works, defends them in front of the media, and clarifies the position and decisions of the organization he represents.

3- Achieving cooperation and instilling confidence between the organization and the public, which aims from the standpoint that the organization recognizes the rights of the masses to see all aspects of the organization's activity, as well as to be able to express an opinion and thus contribute to achieving them.

4- Building a good and good reputation for the organization in which he works and in its internal and external surroundings, and working to accumulate this image.

Fourth: The attributes of the official spokesperson (the media person): The spokesperson (the media person) has some characteristics in the way that makes him perform this important and sensitive function fully and includes: (Bakkar, 15-14: 2010), (Religion, 28: 2010), (Ferjani, 2015: 38).

1- Attractiveness: Allow has a soft-spoken face, co-ordinated in form and well-dressed, and has the ability to form good relations with officials, leaders and other entities, as well as the ability to innovate and develop ideas and the ability to find appropriate solutions to all problems.

2- Balance: It is characterized by psychological stability, the possibility of patience, endurance, lack of emotion and dealing with others calmly.

3- General sense: he has the ability to feel and sense his compatibility with others and to know the time of attack and the time of defense, and he must take care of the necessary things so that slipping the tongue does not lead to the occurrence of problems that are difficult to solve.

4- Curiosity: the official spokesperson (the media) must have a constant desire to monitor events, follow them and know their developments, because without knowledge he will not be able to obtain the facts and will not be able to understand the issues and events surrounding him, and to have the skills of reading and writing

5- Tact: The spokesperson should have a media sense, the ability to speak with tact, the ability to overcome difficult situations, as well as the availability of general information and culture so that he can answer all questions and contain all the situations that he may be exposed to, in addition to the availability of intuition and the ability High in intelligence and sophistication, enabling him to deal with different situations.

6- Attention to others: he must take care of others, follow them, and ensure their comfort and compliance with them, leading to knowledge of their ideas and what they want to do and do, as it is necessary for the official spokesperson (the media) to have the desire to help and care for others.

7 - Objectivity: means the ability to abstract from oneself and interact appropriately with the problems and obstacles that hinder him, to look at the recommendations made and methods of work, and to know the defects even if they are from the person's own source, and objectivity is defined as "what is equal to his relationship with all viewers despite the difference in the vision they see. It is necessary for the facts to be scientific, independent of those who say it, and far from being influenced by their whims, inclinations and interests.

8- Enthusiasm: The media spokesperson should have faith in his media message enthusiastic about it, as enthusiasm makes the person more dynamic and lively during the dialogue, and the media spokesperson, if it appears that he is enthusiastic, energetic and energetic, finds a high degree of approval by the audience.

9- Speed of intuition: includes the ability to perceive what the emergency symptom requires in terms of speed and appropriate reaction, it is possible that there are those who object to the speech of the media spokesperson and there are those who express another point of view, or it is possible that there is a power outage and the microphone stops. From work and darkness falls, or in the event of an explosion or disturbing news, or the media spokesperson feels that the audience has become bored, that all these symptoms and others need smart and immediate action, in some cases silence may be the best solution.

10- Accuracy and clarity: Take care to choose words, tone of voice, facial expressions, eye contact with the audience, and the body language that is used. These elements are essential and essential for creating any interaction between people as you transfer things to others that written words cannot transmit.

11- Grooming: The main goal of influencing others is to change their thoughts, as the media spokesperson must win the minds of the people to whom he addresses the speech through his skill of thinking and taking appropriate decisions as well as verbal fluency in speech.

And many other traits including charisma, trust, respect and loyalty, expressive praise for his teammates and inspiration.

Fifth: the skills of the official spokesperson (media)

The nature of the work of the spokesperson (the media) is governed by the possession of a number of skills and abilities that give him confidence while performing his duties with ease, since a spokesperson who does not possess the skills cannot influence others as he must find what interests them and know their ideas (Carnegie, 156 2001).

And that he has intelligence and acumen that gives him the ability to appreciate situations, as he must be aware and knowledgeable in places of speech and silence, and when is silence positive, as it is positive when it gives

the opportunity to others to listen to them and allow them to speak and silence that calls for reflection and contemplation, (Fikri, 21 2012:), as well as several skills that will be mentioned as follows:

1- Self-skills: it is the skill that relates to work and performance and that is done through development and gaining confidence, respect and great confidence in decision-making (Abdel Aziz and others, 2003: 245). As the subjective skill depends and is crystallized on the physical characteristics represented in the physical strength, nervousness and endurance, as well as for the media spokesperson to spread activity and vitality among his work team. The subjective skills are the following: -

A-Body Composition: It includes all matters related to the physical aspect, such as height, body, physiological preparations, and physical and psychological health. These abilities are physical and nervous, endurance, activity and vitality (Hassan, 2004: 90).

The characteristics of the physical structure include physical and nervous strength, personality strength, vitality and vigor, verbal fluency, good manners and good ability, perfect justice, mental health.

B - Mental capabilities: - It includes a set of intellectual preparations, habits and mental beliefs of the official spokesperson, and these capabilities differ with different environments and societies, (Canaan, 1980: 263). These abilities are represented by intelligence, correct understanding, and power in perception. The official modernist in the media must be distinguished by intelligence and be careful in his dealings (Rabi`, 2006: 86).

A - Self-control: It means the ability to control oneself and emotions and prevent them from impeding physical and psychological capabilities, as it means balance, and the ability to manage oneself before managing others, and this requires calm and confronting crises with complete control over nerves and complete calm (Al-Thamali, 2016: 95).

2- Human skills: This skill is based on successfully cooperating with others, as the spokesperson needs this skill to deal in a way that he can successfully manage or make others collaborate with him, as well as it includes the ability of the media spokesperson to identify the requirements of working with people as individuals and groups as the skills Humanity that is good and respects the personality of the other is the one that can build the morale of groups on a strong foundation, and among these human skills are persuasion, maneuvering and influential dialogue (Al-Baroudi, 2016: 34).

Human skills refer to the ability of the spokesperson (media person) to work with or through others represented by team members through interacting groups. Human skills are divided into the following :, (Al-Agha, 2008: 79-77).

A - Communication and communication skill: This includes the spokesperson's ability to communicate effectively, which is characterized by communication and cooperation, in addition to continuous coordination between members of the crisis management team, which is characterized by high success in crisis management.

B - Establishing relationships with others: It is for the media spokesperson to establish effective relationships with all the different parties so that he can obtain the highest degree of influence and work to achieve the desired goals and avoid obstacles.

C - Building a work team: as the skills of the media spokesperson appear by organizing workers under his leadership in the form of teams and groups who are distinguished by intelligence, efficiency, creativity and responsibility. These teams are accurate, important and effective. All that the team has been selected with high efficiency and the powers and responsibilities have been appropriately distributed.

D - Appreciating others: - Appreciating others is shown by providing them with financial and moral support, supporting the team and the organization it represents, delegating powers to some individuals and working on training them to take responsibility.

The communication through which the official (media) spokesperson conducts contact with local individuals or target audiences for the purpose of persuading them through adopting ideas and participating in crisis management and takes a formal form because he speaks on behalf of the organization in which he works. One of the important communications that must be available in the media spokesperson is the skill of verbal communication, which is the person's ability to gain positive attitudes while communicating with others, and it is necessary that the conversation possesses the elements of the power of speaking and include knowledge, enthusiasm, sincerity, and practice. (Mansour, 2006: 214).

3- Intellectual skills: It means the ability of the media spokesperson to think abstractly and in an objective way. The media spokesperson needs to have a vision in the relations between the forces that are better than others to reach an understanding of the extent of interference between these forces and the adoption of comprehensive concepts of the organization about their relationship In the environment, this skill is very important and the intellectual skill includes the ability to sense problems, the renewed innovation of ideas, and reach new solutions to these problems. It should be characterized by strong perception and perception and the ability to analyze situations and know the factors that affect the work of the organization, (Qandil, 2010: 68). (Diab, 2001: 190) A set of skills that include: -

A - Good familiarity with the different dimensions and models of inputs, outputs and groups of relationships with each other.

B - a good awareness and connection of performance, principles, rules and theories on the one hand, as well as the elements of administrative action and the relationship between them.

C - Analytical capabilities in the areas and deduction of indicators that indicate the extent of internal and external sufficiency.

D - To have the ability to possess the creative imagination in order to be able to form peaceful ideas and an integrated vision of the institution that he owns.

The media spokesperson must possess a skill in research, and the research operations are carried out by specialists in various fields and by organized scientific and professional methods and on the basis of which sound advice is provided to the higher management in order to benefit from them in drawing the outlines and policies of the organization and programs aimed at achieving the goals of the organization with high capacity and effectiveness The research is divided into different types, including exploratory (Awad Allah, 2018: 108).

4- Technical skills: It is the ability to use some techniques specific to a specific field, and these skills include planning - coordination, organization, control and other skills that must be available in the (media) spokesperson, (Aasrah, 2009: 140), and he adds, (Judge, 2015: 231) that technical skills are those that are related to knowledge and specialization in a field of work and with efficiency in using the knowledge in the best use in the performance of work and in forms that achieve the desired goals. The media spokesperson must have specialized knowledge and have a proficiency in using scientific methods and all the important technical means to accomplish the work with all skill and mastery, there are a number of features that are related to technical skills, including:

1- The ability to take responsibility: - That the spokesperson (the media) possesses the skills and qualifications that enables him to assume responsibility in successfully managing crises, as he is responsible for the decisions he takes to carry out his duties and not to escape from his responsibilities by making excuses or blaming others. , 2006 94 :).

2- Deep understanding of matters: This attribute is intended to be a deep understanding of matters and familiarity with knowledge because his role necessitates that he be acquainted with a comprehensive knowledge of what is going on around him and possess a culture (Hasan, 94: 2004).

C - Belief in the goal and the possibility of achieving it: It is very important for the media spokesperson to believe in the goal, as this attribute is a motive for increasing persuasion and the need to convey the ideas and convictions of the organization and make him devote his time to work and make sacrifices in order that faith in the goal depends on the extent of its achievement and certainly depends on The fact that the goal is realistic and can be understood (Shehab, 2014: 54).

5- Skills of persuasion: The media spokesperson must possess the skill of persuasion, as persuasion is an organized and deliberate effort and uses many and varied means to influence the opinions and ideas of others to make them accept the other point of view, (Al-Abdullah, 2014, 54), and the official spokesman He must possess the skill of persuasion and be familiar with the principles of persuasion that includes the existence of an acceptable and reasonable proposal, as the message that the media spokesperson wants to convey in it must be some kind of acceptance to be a common ground from which to start from, if this proposal reflects the desires and demands of individuals, if the message is related to a matter that affects the interests Individuals and be an expression of their needs or what they desire, for this proposal to show in its aspects the expected results, and for this proposal to be issued by a trusted person and to present this proposal personally and directly. There is no doubt that different media

have a different influence on persuasion processes the media spokesperson should work to develop and understand it, (Barakat and others, 2013: 108).
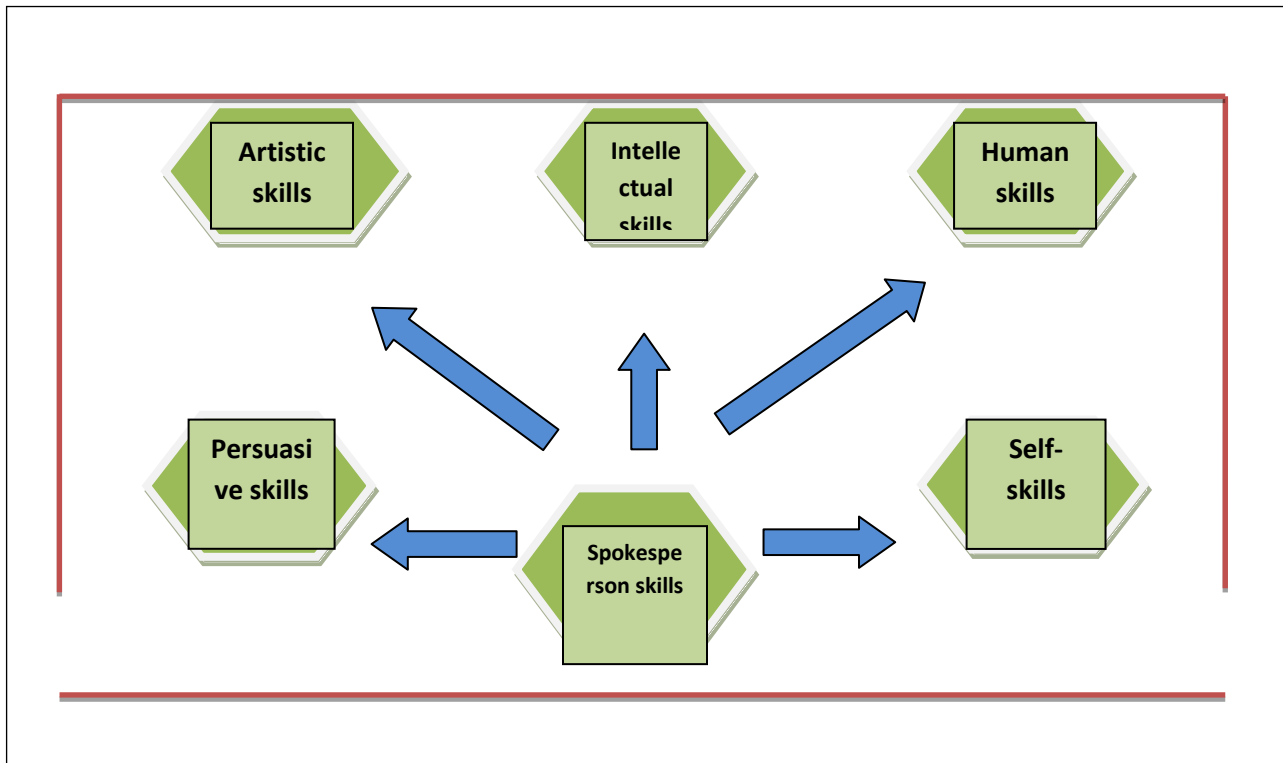
Source: Prepared by the researchers

III.   The foundations and intellectual principles for managing tourism crises

First: The concept of crisis management: It is difficult to define the precise and comprehensive concepts of the crisis, especially because of the breadth of uses, as it has become applied to various forms of human relations and in all areas of political, social, administrative and other interactions. A crisis as he mentioned, (IbnManzur, 1973: 91) is derived from "the crisis of a catastrophe, that is, he died quickly." It came in (Al-Munajjid Al-Abjadji, 1982: 54). Researchers and writers differed in defining one definition of the crisis due to the difference in their specializations, the nature of their work, and their scientific background. (Al-Jizani, 2018: 32) as "the special and critical moment between peace and war when relations between countries are in crisis," while he sees (Al-Shujairi, 2018: 24). "A set of sudden circumstances and events that involve a clear threat to the current stable situation in the nature of things, that is, it is a fateful turning point in the course of an event," he said (Aliwa, 2020: 13). "The

cessation of organized and expected events and disturbance of habits, which necessitates a rapid change to restore balance, and to form new, more appropriate habits." As for crisis management, he defined it, (Al-Jabi 2006: 53). As "focusing efforts in the use of administrative strategies to control the organization's internal and external responses during the occurrence of the crisis" and saw (2011: 60), as "the process through which the organization tries to predict or identify potential crises and take the necessary precautions to prevent the crisis or reduce its effects."While he saw (Hacioglu, 109: 2017) as "a purposeful and continuous administrative process to enable the organization to address and transform crises into opportunities that can be invested and to emerge in a better pre-crisis situation through strategic alliances, cooperation and maneuver."

Second: - The importance of crisis management: Crisis management in organizations, especially tourism, is the cornerstone on which the organization relies and harnesses all its capabilities in order to overcome crises, and crises are one of the issues that the organization must deal with skill and expertise in a professional manner (Saeed, 2012: 78). The importance of crisis management is evident through building awareness and commitment of the organization's management to this modern curriculum that enables it to face crises through flexible and structured responses to different crisis conditions and generate a balance between the principles of centralization and decentralization (Al-Walid, 2009: 119-120).

Third: The objectives of crisis management: Through our follow-up to the literature of crisis management that came in a frequent manner, we found that crisis management includes in its content objectives, including achieving a high degree of rapid and effective response to the variables of the crisis, which aims to reduce its notification by removing the causes, (Muzaffar 2016: 29). And taking preventive measures and measures that work to prevent the occurrence of the crisis, (Al-Darbas, 38: 2012). There are also other goals set by each of (2002: 70: Pearson,), (142: 2005) Evan Elphick, (Al-Dulaimi 71: (2008 - 72), (Al-Hariri, 2012: 46) and (Al-Shujairi, 2018: 100), which were represented by the following:

1- Establishing lists of potential threats and setting priorities for solving them. Working to remove the causes of the crisis.

2- Predicting problems, feeling them, and discovering risks before they happen.

3- Designing effective organizational patterns to face crises as they arise, in order to limit their effects.

4- Avoiding the surprises associated with crises, following up on the sources of threats and risks represented and taking some countermeasures.

Third: The stages of crisis management: A number of researchers have agreed to classify the stages of the crisis into five phases, as indicated by (Pancic, 2010: 12), (Al-Yasiri, 51: 2014-53), (Muzaffar, 2016: 95), (Kafi, 2017 -53 50: (Khader, 2017: 69). They indicated that the stages of crisis management are as follows: -

1 - Detecting early warning signals: Crises send warning signals long before they occur or there are symptoms that predict a crisis on the horizon, and that if sufficient attention is paid to these signals, then there is a
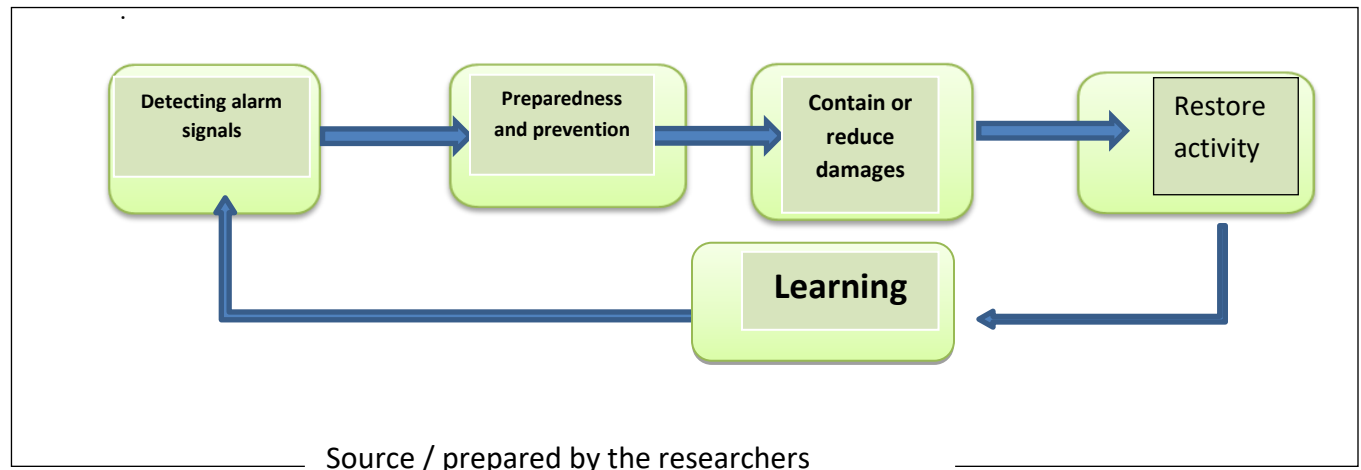
great possibility of a crisis occurring, and in addition to that every crisis sends Individual signals of their own, and it may be difficult to differentiate between each crisis separately, and the early warning system is one of the means that work to present preconceived signs of the possibility of a malfunction occurring in a place, as it is possible to identify through it the distancing of the situation before The occurrence of deterioration and the prevention of its transformation into a crisis as it becomes a source of danger to the organization and that lack of attention, distraction and lack of interest in these signals is the occurrence of the crisis is very likely

2 - Preparedness and prevention: The organization must have sufficient preparedness and methods to prevent crises, as it is difficult to prevent anything from occurring without being prepared for it and also to predict it. The goal of prevention is by uncovering weaknesses in systems Prevention, as there is a difference between forecasting the occurrence of crises and systems of preparedness and prevention, as well as activities aimed at developing capabilities and capabilities and training processes for individuals and groups on how to deal with crises if they include a set of preventive measures that should be implemented in the stages of risk discovery and it is important that they are available The organizations have these methods and preparations to prevent crises from occurring. The points mentioned previously include identifying places of weakness and addressing them before they develop, gathering facts and working on analyzing situations.

3- Containing or limiting the damage: In this stage, efforts are intensified to contain the effects resulting from the crisis and address them, so the main goal at this stage is to reduce losses to the minimum possible level, as there are a number of measures that the organization undertakes for the purpose of isolating the crisis and preventing Without spreading to the remaining parts of the organization, as these remaining parts the organization must protect them from harm, and the organization must work to make the crisis depend on the nature of the accident on which the crisis occurred, as well as to prepare plans for the purpose of guiding management and personnel working in the administration In the right direction, in order to control the crisis as well as mitigate and limit the damage.

4- Restoration of activity: This stage includes the preparation and implementation of a number of ready-made programs that have actually been tested short-term and long-term, and that if these programs are not already tested in advance, it will be difficult to respond as well as develop appropriate solutions at the time of the intensity of the crisis, and its stages include the restoration of activity several axes, including Attempt to recover tangible and intangible assets that have been lost. It is noted that the managers who identify the elements, processes and individuals in advance.

- The learning stage: It is the last stage in which a re-evaluation is done for the purpose of improving what has been accomplished during the past period, in addition to benefiting from past experiences to develop the future, education is one of the vital matters, yet it is extremely painful and raises painful memories that express what the crisis left and so that a person learns He must be prepared to accept anxiety without surrendering to fear, and to draw lessons learned from the disaster or crisis is subject to the availability of a person's sensitive sense that makes him appreciate the meaning of others.

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Detecting alarm    →    Preparedness     →    Contain or     →    Restore
   signals               and prevention         reduce              activity
                                                 damages
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Learning

Source / prepared by the researchers

IV. Analysis of the correlation between the study variables

This topic examines the correlation relationship between the independent variable, the skill of the media spokesperson (self-skills, human skills, technical skills, intellectual skills) and the dependent variable in crisis management, as it will employ the Pearson correlation coefficient to discover the strength and direction of the relationship between the variables, and it represents the positive correlation between two variables. Indicates that the increase in one variable is matched by an increase in the other variable, while the negative correlation refers to the increase in one variable, which is offset by a decrease in the other variable (PallanT, 2011: 128), as the correlation is positive strongly when it is (+0.3 to +0.7). Acceptable when it is (1 to +0.3), then the correlation is negative and strong when it is (-0.3 to -0.7), and negative is weak when it is (-0.3 to 0). But if the correlation coefficient is (+1), this means that the correlation is positive Complete, and (-1) indicates complete negative correlation, and (0) indicates the absence of correlation, (Cohen et al 2002: 69), and the results of the correlation analysis are as follows:

First: Examining the hypothesis of the main (first) study, stating that (there is a significant correlation between the skill of the media spokesperson and crisis management)

The correlation coefficient between the skill of the media spokesperson and tourism crisis management was (0.724 **) at the level of significance of (0.000), which is less than the significance level of (0.05), and this means accepting the hypothesis that states (there is a significant correlation relationship between skills Media spokesperson and tourism crisis management) This indicates the existence of a significant and moral relationship between the skill of the spokesperson and the crisis management. That is, having the skill of the media spokesperson by the administration and workers concerned with the skill of the spokesperson will give the studied organization the

ability to manage Correctly, the means of communication that connects the organization (the shrines of Babylon) and the public during the occurrence of crises is very important and effective crisis management depends on how to communicate with the public, the method of persuasion and the logic that is used to effectively manage the crisis, especially if we know During the occurrence of crises, all eyes are directed directly to the concerned parties in order to listen to the directives and justifications that led to the occurrence of the crisis and to how to deal with the events of the crisis, and all these things are done by the graphic speaker. The media person who, if he does not possess this skill, will further aggravate the crisis rather than encircle and solve it.

1- Test the first sub-hypothesis, and it states that (there is a significant correlation between self-skills and tourism crisis management)

The correlation coefficient between the self-skills dimension and tourism crisis management was (0.367 **) at the level of significance of (0.009), which is less than the level of significance (0.05), and this means accepting the hypothesis which states (There is a significant correlation relationship between self-skills and Tourism Crisis Management), which indicates the existence of a significant and moral relationship between self-skills with crisis management, that is, possessing self-skill in terms of information and capabilities in terms of intellectual and analytical skill and sufficient knowledge in the field of specialization, this works on the correct deal with the management the crisis.

2- Test the hypothesis of the second sub-study, which states that (there is a significant correlation between human skills and tourism crisis management)

The correlation coefficient between human skills and tourism crisis management was (0.524 **) at a significance level of (0.000), which is less than the level of significance of (0.05), and this means we accept the hypothesis which states (there is a significant correlation relationship between human skills and Tourism Crisis Management). This indicates the existence of a significant and significant relationship between human skills and crisis management. That is, possessing the human skill will allow the decision-maker to have sufficient capabilities to deal with the crisis in a humane manner. The occurrence of the crisis needs to be dealt with in Sometimes in a more human way than in any other field, sometimes, especially if it was dealt with in accordance with high human skill through which it can influence the public in order to manage the crisis towards safety.

3- Test the hypothesis of the third sub-study, which states that (there is a significant correlation between technical skills and tourism crisis management) The correlation coefficient between technical skills and tourism crisis management reached (0.753 **) at a significance level of (0.000), which is less From the level of significance of (0.05), which means accepting the hypothesis, which states (there is a significant correlation between technical skills and tourism crisis management) This indicates the existence of a significant correlation between technical skills and crisis management. Technical skills have a major and effective role in crisis management, as technical skill plays a fundamental role in dealing positively with crisis management.

4- Examining the hypothesis of the fourth sub-study, stating that (there is a significant correlation relationship between intellectual skills and tourism crisis management)

The correlation coefficient between the intellectual skills dimension and tourism crisis management was (0.772 **) at a significance level of (0.000), which is less than the significance level of (0.05), which means accepting the hypothesis that states (There is a significant correlation relationship between intellectual skills and tourism crisis management). Evidence of a significant link between intellectual skill and crisis management, that is, when the intellectual skill is acquired in terms of creative thinking and skills in how to deal with situations, this will work to deal effectively with crisis management.

Table (1) values of the correlation between the skills of the media spokesperson and managing tourism crises			Media spokesperson variable skills	Approve variable
Correlation value and level of significance				
0.367**		**Correl ation value**	Self-skills	**Crisis Management**
0.009		**Sig**		
0.524**		**Correl ation value**	Human skills	
0.000		**Sig**		
0.753**		**Correl ation value**	Artistic skills	
0.000		**Sig**		
0.772**		**Correl ation value**	Intellectual skills	
0.000		**Sig**		

0.724^{**}	**Correlation value**	The skill of the media spokesperson	
0.000	**Sig**		
Correlation is significant at the 0.01 level (2-tailed).**		**5**	Number of accepted hypotheses
		%100	percentage

Source: Prepared by the researchers, depending on the outputs of SPSS V.23

In order to test the sub-correlation hypotheses between the variable (media spokesperson skills) and stages (tourism crisis management), as shown in Table (2)

1. The value of the correlation relationships between the variable (the skill of the media spokesperson) and the dimensions of (crisis management), as shown in Table (2), respectively (0.673 **, 0.542 **, 0.685 **, 0.665 **) all indicate the existence of Good positive and positive moral correlation relationships. The strongest correlation between the spokesperson's skill and the preparedness and prevention phase reached the value of the correlation between them (0.685 **), which is a good positive direct relationship. The correlation between them (0.542 **) is a positive correlation as well, and on it the skill of the media spokesperson generally affects the management of the crisis, as well as in all its stages.

2. The value of the correlation relationships between (self-skills) and the (crisis management) stages was as shown in Table (2), respectively (0.373 **, 0.222, 0.350 *, 0.356 *) and most of them indicate the existence of positive and positive emotional correlations, with the exception of the stage (Damage containment) as the results showed the absence of a correlation, as the strongest correlation between self-skills and the recovery stage reached the value of the correlation between them (0.373 **), which is a positive and acceptable direct relationship, while the weakest correlation was between self-skills and the stage Damage containment, as the correlation value between them reached (0.222), and this value indicates that there is no correlation between the self-skills dimension and the damage containment dimension, meaning that the subjective skills of knowledge and information are not related to the dimension of damage containment when a crisis occurs.

3. The value of the correlations between (human skills) and the stages of (crisis management) is as shown in Table (2), respectively (0.527 **, 0.383 **, 0.461 **, 0.478 **), all indicating the presence of positive moral correlations. And good correlation, as the strongest correlation between human skills and the recovery phase reached the value of the correlation between them (0.527 **), which is a good positive direct correlation, while the weakest

correlation was between human skills and the damage containment stage, as the correlation value reached (0.383 **) It is a positive and acceptable direct relationship, that is, possessing human skills an effective role in all stages of crisis management.

4. The value of the correlation relationships between (technical skills) and the (crisis management) stage is as shown in Table (2), respectively (0.642 *, 0.594 **, 0.712 **, 0.717 **), all indicating the existence of positive moral correlations. The strongest correlation between technical skills and the alarm signal detection stage reached a value of (0.717 **), which is a very good positive direct correlation, while the weakest correlation was between technical skills and the damage containment stage, as the value of the correlation between them reached (0.594 **), which is A positive relationship is good, which indicates the importance of technical skills with all stages of crisis management.

5. The value of the correlations between (intellectual skills) and the phase of (crisis management) is as shown in Table (2), respectively (0.689 **, 0.617 **, 0.769 **, 0.668 **), all indicating the existence of positive moral correlations. The strongest correlation between intellectual skills and the stage of preparation and prevention reached (0.769 **), which is a very good positive direct relationship. The weakest correlation was between intellectual skills and the stage of damage containment, as the value of the correlation between them reached (0.617 *). *) It is a good positive relationship, and accordingly, this matter indicates the importance of intellectual skills in positive dealing with all dimensions of tourism crisis management.

Table (2) values of the correlation between the skills of the media spokesperson and the stages of tourism crisis management						
Restore activity	Damage containment	Preparedness and prevention	Detecting alarm signals	Correlation value and level of significance	Media spokesperson skills	approve variable
0.373^{**}	0.222	0.350^{*}	0.356^{*}	Correlation value	Self-skills	Crisis Management
0.008	0.121	0.013	0.011	Sig		
0.527^{**}	0.383^{**}	0.461^{**}	0.478^{**}	Correlation value	Human skills	
0.000	0.006	0.001	0.000	Sig		

0.642**	0.594**	0.712**	0.717**	**Correlation value**	Artistic skills	
0.000	0.000	0.000	0.000	**Sig**		
0.689**	0.617**	0.769**	0.668**	**Correlation value**	Intellectual skills	
0.000	0.000	0.000	0.000	**Sig**		
0.673**	0.542**	0.685**	0.665**	**Correlation value**	Media spokesperson skills	
0.000	0.000	0.000	0.000	**Sig**		
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

Source: Prepared by the researchers, depending on the outputs of SPSS V.23

During the occurrence of the crisis at a good level in terms of relative importance, which is evidence of the possession of the shrine workers the ability to convince the public, especially in times of crisis.

V. Recommendations:

1- The necessity of working to pay attention to the work of the media spokesperson and activating his role in a manner that maximizes benefit from his role in managing the tourism crises that occur to the studied organization and to encourage studies and research in these areas.

2- Concepts should be reached that are largely similar, and leaders should assign a specific person to act as the media spokesperson who possesses the appropriate skills and capabilities that would lead the organization to safety before, during and after the occurrence of crises.

3- The leaders should assign a specific person who works as a media spokesperson who possesses the appropriate skills and abilities that would lead the organization to safety before, during and after the occurrence of crises. In order to be an effective pillar in the organization in facing crises.

4- The shrines administration must accept criticism and work to benefit from the experiences of other shrines, simulate them and experiment with them in their shrines to avoid them in the event that they happen.

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