

Building the Reputation of Tourism Organizations Based on The Dimensions of Strategic Intelligence

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Abstract

The study aims to demonstrate the impact of strategic intelligence in its dimensions (foresight, future vision, systems thinking, motivation, partnership) on the reputation of tourism organizations. The descriptive analytical approach was adopted mainly in presenting, analyzing and interpreting the study information. The study led to a set of conclusions, the most important of which was It was found that strategic intelligence in all its dimensions and components contributes effectively to achieving all aspects related to the reputation of the tourism organization.

Keywords: Strategic Intelligence, Reputation of Tourism Organizations.

Introduction

Business organizations in general and tourism organizations in particular are witnessing a great deal of challenges and difficulties that arise and accumulate as a result of the rapid changes and developments that the world is witnessing today, as well as as a result of the increasing complexity in the internal and external environment of the tourism organization, which may be the main reason for the success or failure of tourism organizations. In addition, overcoming these difficulties, challenges and changes requires the presence of strategic leaders who enjoy strategic intelligence and are characterized by high efficiency that enables them to predict the future of the tourism organization and gives them the ability to do their work in the best way in order to achieve the set goals. From this standpoint, the concept of strategic intelligence was relied upon in tourism organizations To enable leaders to draw a clear future vision and give them the ability to adapt to these changes and maintain their reputation and status.

Section (1) The Methodology

1.1 The Problem

Organizations in general and tourism organizations in particular face enormous challenges and difficulties in the environment in which they operate, which could lead to their collapse, as they are characterized by continuous change due to the technological developments and economic, political, social and environmental changes.

The research problem can be identified by asking a set of the following questions:-

1. What is the level of awareness of the study sample of strategic intelligence?
2. What is the level of awareness among the study sample of the reputation of the organization?
3. Is there a correlation between strategic intelligence and the organization's reputation?
4. Is there an effect of strategic intelligence in its dimensions on the organization's reputation?

1.2 The Importance of the Study

The importance of the current study is the benefits and implications achieved through its implementation, which are as follows:-

1. Shedding light on vital and important variables in management thought, which are both strategic intelligence and the reputation of the tourism organization.
2. The lack of studies and research that dealt with the variables of the current study, as far as the researcher knows.
3. The process of combining these two variables has a significant impact on improving the performance and reputation of the organizations, and provides a supportive method for the appropriate decision-making process for the tourism organizations.

1.3 Aims of the Study

The study mainly aims to find out the extent to which the dimensions of strategic intelligence contribute to building the reputation of tourism organizations.

1.4 The Hypotheses

1. The first main hypothesis is that there is a significant correlation between the dimensions of strategic intelligence and the reputation of tourism organizations.
2. The second main hypothesis: There is a significant effect of strategic intelligence dimensions on the reputation of tourism organizations.

1.5 The Sample of the Study

The research community consists of travel and tourism companies operating in the city of Baghdad, while the study sample consisted of 30 managers of these companies.

1.6 Statistical Methods

The researcher relied on the following statistical measures:

1. Arithmetic mean
2. standard deviation
3. Relative importance
4. Simple correlation coefficient
5. Simple regression
6. Coefficient of determination (R^2)
7. F-Test: It was used to test the extent of the influence of the independent variables on the dependent variable. If the calculated (F) is greater than the tabular (F), this indicates that there is a significant effect.

And the researcher also relied on the five-point Likert scale in the questionnaire.

Section (2) Strategic intelligence

2.1 The concept of Strategic intelligence

(Bruzzzone et al., 2022:1914) indicated that strategic intelligence is used as an enabler for the most complex aspects, which are related to the high volatility of the operations carried out by organizations, the great diversity due to the high quality of man-made activities, and some of the difficulties that the organization faces.

(Hussain, 2019: 664) believes that strategic intelligence is a tool that can be used efficiently and effectively, to provide the necessary and necessary information through which the decision-making process takes place in organizations, which helps managers understand the external environment that surrounds them, as well as adapt to environmental variables. That affect its work, as well as identifying strengths and weaknesses, and carrying out the process of developing strengths and taking the necessary measures for weaknesses, by addressing them, exploiting opportunities and avoiding threats, and strategic intelligence helps organizations understand the deepest complex processes, and find appropriate solutions for them (Wani et al ., 2022: 6).

In the table below are some of the opinions of researchers and writers on the concept of strategic intelligence

Table No. (1) The concept of Strategic intelligence according to the opinions of some writers and researchers

Researcher	Concept
(G Duczynski, 2018: 17)	Strategic intelligence focuses on a specific case, by paying attention to the immediate planning process, and developing support for paths through which planners seek to do everything they can by developing capabilities and making appropriate decisions in order for something to be meaningful.
(March, 2021: 2)	Strategic intelligence contributes to a radical transformation in the economy of the organization, as it contributes to what is beyond mere changes in the organization, in terms of productivity, as it helps to increase the pace of strategic interactions, through making strategic decisions, that contribute to diagnosing problems and finding appropriate solutions for them in a timely manner.
(Peifer et al., 2022 : 1028))	Strategic intelligence works on analyzing strategic aspects in organizations, and is an important element in the strategic change process, and contributes to leaders having sufficient awareness in setting goals and applying them in the future.

Source: Prepared by the researcher

And through what was previously mentioned, strategic intelligence is the sum of the mental capabilities that individuals use, to help them in facing new unexpected situations, and work to understand them and find appropriate solutions for them.

2.2 The importance of strategic intelligence

The importance of strategic intelligence emerges through the research interests that came about this variable, and with the increasing competition between tourism organizations and the developments taking place at the present time, it has become necessary to present the

importance of strategic intelligence in order for us to understand it from a clear vision about the future (Al-Mousawi et al, 2014: 40).

Strategic intelligence is the cornerstone of effective thinking, which helps leaders of tourism organizations to take important fateful decisions in the future of the organization. Hence, the importance of strategic intelligence emerges as an important element in helping tourism organizations to face the risks and threats surrounding them (Al-Zalimi, 2014: 58).

See (Saleh et al, 2010:29) that the importance of strategic intelligence is embodied in being an important tool in the hands of the leaders of tourism organizations, and its importance can be determined through the following (Al-Naimi, 2008: 86):-

1. The need for leaders to enjoy different types of intelligence and employ them in adapting to new processes and technology.
2. Strategic intelligence makes organizations to be able to be creative in formulating new innovative strategies to improve their current situation.
3. Strategic intelligence has an effective role in the success of formulating innovation policies and adopting advanced techniques in evaluating them and finding new methodologies in facing the problems they face.
4. Strategic intelligence assists the decision-making requirements of senior managers in the organization by providing them with relevant information
5. Leads to excellence through the availability of the ability to develop strategic solutions to work problems
6. Empowerment to ensure strategic success and building a strategic center for tourism organizations
7. Strengthening the ability of senior management in formulating emergency strategies in light of the accelerating environmental changes.

2.3 objectives strategic intelligence

Strategic intelligence has specific goals identified by (Saleh et al, 2010: 54) as follows:-

1. Providing early forecasts and warnings of surrounding threats and taking preventive measures against them.
2. Enabling organizations to respond to current and future environmental changes, planning and forecasting results in a way that reflects positively on its reputation and position.
3. Formation of convictions among decision-makers regarding the need to reach decisions and creative policies.
4. Undertaking the task of collecting and analyzing information about the external environment, and making organizations evaluate Research and development alliances.
5. Presenting purposeful ideas that transform innovations and inventions into tradable commodities.
6. Developing opinions for future events and adopting these events as a basis for solving problems.

2.4 The Dimensions of strategic intelligence

The researchers identified a set of dimensions for strategic intelligence, which will be the focus of the current study, shown in Figure (1), and are as follows: (Al-Azzawi, 2008: 152), (Al-Khafaji, and Al-Baghdadi, 2001: 77), (Saleh et al., 2010: 191).

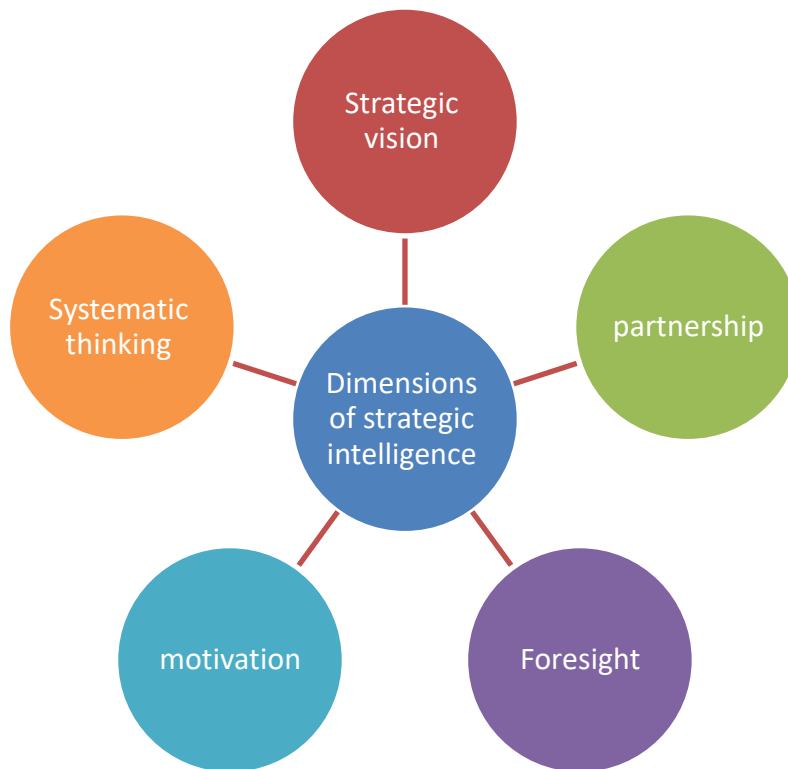


Figure 1 Dimensions of strategic intelligence

Source: prepared by the researcher

▪ Foresight

It expresses the ability of the leader to think in the form of invisible forces, but they create the future, and show the importance of the element in employing intelligence for the leaders of detergents in the following areas:

1. Adopting anticipation in managing environmental changes in a calm and regular manner
2. The success of the leaders in adopting the presented scenario by providing a description of alternative future events and sensing environmental changes in a strong, invisible image.
3. Providing inductive energy that allows the leader to develop strategies geared towards achieving the strategic goals of the organization.
4. Leaders' comprehension of the main organizational processes, enhancing their choices and improving their knowledge and practical experience (Al-Khafaji& Al-Baghdadi, 2001: 77).

▪ Systematic thinking

It expresses the ability to synthesize the integration of elements more than separating them into parts, then analyzing them with each other, then evaluating them in terms of their

relationship to the whole, and focusing on the method of their interaction with each other in terms of their success in serving the goals of the system (Davis, 2002: 6).

▪ Strategic vision

A clear and enterprising strategic vision is a necessary component of strategic leadership without taking a future concept of the business, i.e. what will be needed to satisfy customers, as well as the business activities that must be pursued, the types of long-term market cases that must be built compared to competitors, and the type of company that the company seeks to create and develop. The company's path planning is determined by informing the senior management of the route and direction, while answering the following questions: Where will it move? What are the nature of the upcoming changes in this field of business in which we operate? What is the nature of the differences that such changes will make on the company's current work? And the formation and formulation of the strategic vision does not depend only on the existence of mental training aimed at formulating an attractive slogan for the company, but rather it is an exercise in careful thinking in the direction that the company must turn in order to achieve success, and this includes determining the areas of the market in which it participates, and the position of the company. On the right strategic path, and the obligation to follow this path leading to the achievement of the goals, and the debtors have three distinct tasks in forming and formulating the strategic vision and making it a useful preparation tool for the strategic architecture and these tasks She (Thompson, 2006: 35):

- ✓ Reaching the content of a targeted message that clarifies the business that the company is currently doing and clarifies the company's entity and its status or status at the present time.
- ✓ Using the content of the target message as a basis for determining a long-term path, choosing what to go towards and planning the strategic path that the company should follow.
- ✓ Expressing the strategic vision in simple and exciting terms, which increase the extent of commitment at the level of the entire company.

▪ partnership

The partnership reflects the ability of the strategically intelligent leader to be proficient in establishing strategic alliances, that is, a comprehensive vision for the partnership, by concluding cooperative agreements, alliances, or mergers with other companies in the form of strategic networks.

- ✓ One of the contemporary organizational trends that pave the way for improving the efficiency of partners, their participation in performing tasks, reducing costs, and transforming their competition into cooperation.
- ✓ One of the mechanisms (coping with the challenges of the turbulent environment, seizing the opportunities resulting from technological developments, and ensuring the flow of experiences and ideas among the partners.
- ✓ A collaborative framework for sharing scarce materials and threats to enter new markets, as well as adapting to changing environment.
- ✓ Satisfying the needs of the beneficiaries and expanding the scope of their service, with (creativity in solving problems, excelling in performance, and supporting long-term investment) and then achieving greater value for the parties to the partnership.
- ✓ Get rid of organizational inertia and reduce the risk resulting from the manufacture and marketing of new products. (Al-Azzawi, 2010:152).

■ motivation

It expresses the action that prompts the individual to adopt an appropriate point of view to accomplish the work entrusted to him in a satisfactory manner, as well as stimulating the emotions and desires of the individual to urge him to perform a specific action and find the individual's motives in the form of behavior that expresses his extension to make efforts that enable him to achieve several goals at the same time, and his performance of his work Then satisfying what he feels lacking in his needs from the material and moral returns achieved in exchange for his performance, which indicates the importance of the leader enjoying the strategic and emotional intelligence at the same time, employing emotional intelligence (self-understanding, self-control, and emotional empathy) with the elements of strategic intelligence, especially (motivation) to find Superior leadership senses the intentions and goals of employees, builds the best perceptions about them, and improves the effectiveness of this component (Saleh et al., 2010, 190-191).

Section (3) Organization reputation

3.1 The concept of Organization reputation

The reputation of the organization is a primary goal that travel and tourism companies seek to achieve through performance commensurate with the needs and requirements of customers. The most important strategic role for companies is to build and maintain The company has a good reputation for competing with the influential parties involved in its activity and a strong brand identity.

Organizational reputation is defined as the time accumulation of the results achieved by the organization in the environment internal and external in a way that entitles loyalty and belonging by its customers.

Table No. 2 The concept of the reputation of the organization according to the views of some researchers

Researcher	concept
(Jankauskaite,2016 :22)	Latent force leading to the formation of the organization's image from the point of view of stakeholders
(Ahmed, 2018: 31)	It reflects stakeholders' impressions of their organizations and their tendency to act towards them in a predetermined pattern.
(Sabah, 2020:25)	All administrative practices that are applied to the quality of service and quality of performance as well as social responsibility

Source: Prepared by the researcher

3.2 The importance of the reputation organization

Enhancing the reputation of the organization is an important factor, as it increases trust and the strength of the relationship between the organization and its customers, and accordingly it enhances economic deals and strategic planning, as the employees prefer dealing with the organization that has a good reputation, and this reputation is produced through the integrity and morals possessed by leaders and managers, as well as employees. It constitutes the most important organizational characteristics of the reputation of any organization (Al-Zalimi, 2014: 14).

The good reputation of the organization also helps the customer to realize the quality of the products for organizations of a productive nature, as it contributes to increasing sales and thus increasing profits, as well as granting additional value to products and attracting new customers as well as increasing customer satisfaction and loyalty and acting as a barrier to entry of new competitors (Salahuddin and Amir, 2017: 228), and thus the good reputation of the organization builds trust and reassurance, and it is an important resource that leads to a high competitive advantage and the support of various stakeholders about the attractiveness of the organization (Atheeb, 2018: 206). Thus, the great benefit of the organization's reputation lies in improving customer satisfaction, increasing their awareness and understanding of the organization's products and services, and their awareness of its good image, and thus increasing profits, retaining workers who have talent and high experience, and raising the morale of workers, which in turn is reflected in the organization's productivity and protection by reducing risks And identify potential crises and contribute to international expansion and the formation of strategic alliances (Al-Najjar, 2018: 30)

3.3 The Objectives of the reputation organization

There are goals set by (Barron & Rolfe, 2011) to achieve the reputation of the organization, which are:

1. Meeting the needs of its various stakeholders.
2. Achieving great value and tangible impact for travel and tourism companies.
3. Improving the image of the organization in a good way in the minds of stakeholders to achieve continuity and survival for the organization.
4. The reputation of the organization aims to be accepted by society at a high level and in the desired image of the organization and what it offers of goods and services.
5. Increasing the revenue and increasing the profitability of the organization and achieving loyalty and customer satisfaction between them and the organization.

3.4 Dimensions of reputation organization

- **Creativity**

Creativity is the ability to create something new and bring it into existence, and creativity in the organization is an interactive social process that can evoke different emotions and lead to the completion and realization of creative work.

(Khalil, 2018, 164) believes that creative skills are behaviors that contain within them methods of specialized knowledge and how to use and apply them efficiently and effectively to accomplish routine or innovative work.

- **The Quality**

In the current era of globalization and customer awareness, organizations should give quality the utmost importance, considering quality is the basic strategic tool for long-term survival and success, thus obtaining a good reputation and a sustainable competitive advantage (Al-Kuraiti, 2019: 13). He mentioned (Nadim and Al-Baldawi, 2007: 74) that it is a philosophy that believes in the importance of the total quality of all aspects of work, which requires

significant changes in work values, as well as abandoning old methods and replacing them with methods that are commensurate with the next stage.

- **Reliability**

Reliability refers to the organization's ability to successfully achieve its goals that it seeks to reach, as well as fulfill its promises to its audience, regarding the products it offers to them (Esen, 2011:174)

- **Financial performance**

Evaluating financial performance is a process of reviewing what the organization has accomplished in the past, by evaluating the reality of strategic plans and objectives and clarifying that to all employees at all organizational levels (Brown, 1997:68).

- **Attractiveness of the organization**

The attractiveness of the organization is achieved through its ability to build a brand and a desirable position by providing positive results that can be quantitatively and qualitatively measured (kay, 1993:84).

- **Social Responsibility**

It is the organization's commitment to perform business in a way that serves its interests and those of those working with it (Schermerhorn, 2006:286).

The reputation of the organization does not stop at the quality of management, the quality of products or services, the environmental or social responsibilities or the innovations it provides, but rather it goes beyond it to meet the aspirations and aspirations of all owners The interest through its outstanding performance, which leads to the continuous maximization of value for them (parton, 2006:98).

Section (4) Statistical analysis of the study

The research relied on the questionnaire mainly in the research. Likert pentagonal scale was used to measure the paragraphs of the scale distributed over five paragraphs and for each paragraph weighed strongly agreed (5 degrees), agreed (4 degrees), neutral (3 degrees), disagreed (2 degrees), and did not agree severity (1 degree), and the following is an analysis of the axes of the resolution:-

4.1 The Results of The Descriptive Statistical Analysis of the Characteristics of the Vocabulary of the Research Sample

This section aims to describe and diagnose the opinions of the researched sample about the research variables, which are the strategic intelligence as an independent variable and the effectiveness of organization's reputation as a dependent variable, within the following paragraphs:

Table (3) Distribution of sample vocabulary according to demographic Elements

By Gender			By Age			By academic qualification			By years of experience		
gender	R.	%	age	R.	%	academic qualification	R.	%	years of experience	R.	%
male	25	83%	21-30	4	13%	B.Sc.	16	53%	less than 5 years	6	20%
female	5	17%	31-40	12	40%	master	10	33%	From 6 - 10	8	27%
			41-50	6	20%	PhD	4	14%	From 11 - 15	9	30%
			51-60	5	16%				From 16 - 20	4	13%
			61 over	3	11%				21 or more	3	10%
Total	30	100	Total	30	100	Total	30	100	Total	30	100

Source: Prepared by the Researcher

4.2 The results of the statistical analysis of the response of the research sample towards the research variables.

In this part, the arithmetic mean, standard deviation, and the relative importance of the research variables will be extracted.

Table (4) results of the statistical analysis of the independent variable strategic intelligence.

N O	Questionnaire paragraphs	average values	standard deviation	Importance
1	It works to extrapolate the future when developing its long-term strategy.	4.47	1	%10
2	Benefit from personal experience and self-possibility in dealing with future events	4.57	0.64	%11
3	She has a comprehensive vision that determines the direction of work	4.88	0.36	%8
4	She uses her vision to unite the efforts of employees towards the goals of the tourism organization	4.74	0.52	%9
5	Adopts new ways of learning and acquiring knowledge for strategic integration.	4.80	0.83	%11
6	Have the ability to look at problems from different perspectives	4.85	0.88	%11
7	Excite competition among employees to achieve more achievements	4.40	0.69	%10
8	Have a good incentive system that improves performance	3.59	0.76	%9
9	She believes that strategic alliances allow her to benefit from her experience.	4.85	0.90	%10
10	You believe that the partnership dimension may contribute to the development of the capabilities and expertise of employees.	4.79	0.25	11%
	Total	45.94	6.74	%100
	Average response for all items	4.594	0.674	

Source: Prepared by the Researcher

The results of the descriptive statistical analysis of the paragraphs of the questionnaire related to the first variable (strategic intelligence) in Table

No. (4) show that the trends of the research sample were positive towards all paragraphs, because the arithmetic averages for the performance of the study samples are greater than the average measurement performance (the hypothetical arithmetic mean equal to 3 for the scale Likert quintuple), and the standard deviation is less than half of the arithmetic mean, and the relative importance was close and high, where the average response to the customer relationship management variable was (4.594) and the standard deviation was (0.674). This indicates that Benefit from personal experience and self-possibility in dealing with future events.

Table (5) Results of the descriptive statistical analysis of the dependent variable (organization's reputation)

N O	Questionnaire paragraphs	average values	standard deviation	Importance
1	Tourist organizations provide all the necessary supplies to perform the tourism service.	4.45	0.89	% 10
2	Tourism organizations support continuous improvement programs in all its activities and activities..	4.77	0.66	% 10
3	Tourism organizations maintain strong relationships with all beneficiaries.	4.86	0.56	%9
4	Working in tourism organizations gives me satisfaction and happiness	4.94	0.50	% 10
5	Performance helps in providing workers in tourism organizations with many skills in working to improve performance..	4.82	0.63	% 10
6	The financial performance contributes to raising the efficiency of the performance of tourism organizations	4.65	0.80	% 10
7	Tourism organizations have a high reputation for taking into account the social responsibility of the community in which they are located.	4.38	0.71	% 11
8	Tourism organizations take into account fairness and equality with regard to wages among workers	3.57	0.55	% 10
9	Tourism organizations are committed to all regulations and legislation that enhance their reputation.	4.82	0.80	% 10
10	Performance helps to improve the strategic decision-making process in tourism organizations.	4.75	0.35	10%
	Total	46.01	6.45	% 100
	Average response for all items	4.601	0.645	

Source: Prepared by the Researcher

The results of the descriptive statistical analysis of the paragraphs of the questionnaire related to the dependent variable (organization's reputation) in Table No. (5) show that the trends of the research sample were positive towards all paragraphs, because the arithmetic averages for the performance of the study sample members are greater than the average of the measurement tool (the hypothetical arithmetic mean equal

to 3 for the Likert scale 5), and the standard deviation is less than half of the arithmetic mean, and the relative importance was close and high, where the average response to the competitive advantage variable was (4.601) and the standard deviation (0.645), and this indicates that Tourism organizations have a high reputation for taking into account the social responsibility of the community in which they are located.

4.3 Testing the research hypothesis

In this paragraph, Simple Linear Regression was used for the purpose of testing the direct effect relationships between the dimensions of the main research variables, as well as using the coefficient of determination (R^2) to explain the influence of the independent variable on the changes that occur on the dependent variable as well as the standard coefficient of regression (Beta). Which measures the response of the dependent variable when the independent variable changes with one standard degree. Table (5) shows the results of the impact DIMENSIONS OF STRATEGIC INTELLIGENCE (X) in ORGANIZATION'S REPUTATION (Y).

Table (6) Results of the impact relationship between customer relationship management and achieving a sustainable competitive advantage

DIMENSIONS OF STRATEGIC INTELLIGENCE							ORGANIZATION'S REPUTATION
THE DECISION	TABULAR (F) VALUE		R^2	Significance level (F)	COMPUTED VALUE (F)	Beta (b)	
Hypothesis acceptance H_1	%96	DEGREE OF CONFIDENCE					
	4.65		0.485	0.003	12.650	-0.061	46.78

- The value of (b) was (-0.061), which means that changing DIMENSIONS OF STRATEGIC INTELLIGENCE (X) by one unit leads to a change in ORGANIZATION'S REPUTATION (Y) by (0.061).
- The calculated (F) value of the simple linear regression model amounted to (12.650), which is greater than the tabular (F) value of (4.65) at the level of significance (5%) and with a degree of freedom (1-14), and this means that the effect relationship between the variables Statistically significant.

- The value of the level of significance (F) reached (0.003), which is less than the level of significance of 5%, which means that the results that have been reached can be relied upon by more than (99%).
- The value of the interpretation coefficient (R²) amounted to (0.485), which means that a percentage of (49.6%) of the changes that occur in ORGANIZATION'S REPUTATION (Y) can be explained by the DIMENSIONS OF STRATEGIC INTELLIGENCE (X), and the remaining percentage is (50.4%) It refers to other variables not included in the current research.
- The decision was reached regarding the hypothesis of the impact relationship of DIMENSIONS OF STRATEGIC INTELLIGENCE (X) in ORGANIZATION'S REPUTATION (Y) that the existence hypothesis (H1) is accepted.

Section (5) Conclusions and Recommendations

5.1 The conclusions

1. It became clear from the results that the study sample seeks to enhance the level of strategic intelligence at the level of its leaders in terms of improving the level of their outlook on the environment and their future visions, raising the level of their systemic thinking, and raising their motivation towards positive practices at work.
2. The study sample faces some problems at the level of the internal elements in terms of the formulation of strategies supporting the achievement of the goals and building the available information systems was below the level of ambition and this may be due to the fact that some of those charged with formulating the strategies are non-specialists.
3. The level of creative abilities and the creative thinking style possessed by the study sample was below the required level, and this may be due to the nature of the system that governs these tourism organizations and the weakness of the training programs they receive, and the fact that the job cadres are mostly young people who did not have the necessary level of experience.
4. The results of the study showed that flexibility, which is one of the dimensions of the reputation of the organization, has achieved a high degree of relative importance from the point of view of the study sample, and the reason is that the company is characterized by a high capacity for

operations that helps in delivering tickets and reservations to customers as soon as possible.

5. The results of the study revealed that the commitment to quality, which is one of the dimensions of the reputation of the organization, has achieved a high degree of relative importance, from the point of view of the study sample, and the reason is due to the fact that the strategies of tourism organizations emphasize the need to adhere to quality standards through effective follow-up mechanisms.
6. It was found that strategic intelligence in all its dimensions and components contributes effectively to achieving all aspects related to the reputation of the tourism organization

5.2 Recommendations

1. The need to adopt the principle of organized thinking and invest in the principle of partnership to face the various environmental changes facing tourism organizations.
2. The management of the researched tourism organizations must adopt the creative initiatives of their employees.
3. The need to provide a suitable climate that drives the employees of tourism organizations to creativity and excellence, and this will reflect positively on improving and upgrading their performance.
4. The need to enhance the strategic intelligence of the leaders in the study sample to higher levels in order to increase the benefits achieved from it.
5. Enhancing the mental and mental capabilities of the tourism organizations in order for their way of thinking in setting plans and drawing the future strategy to be more systematic and deep in systemic thinking.

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