

Perception the Social and Cultural Environment and its Impact on Creative Behavior : A survey study of the opinions of a sample of managers at the Ministry of Tourism and Antiquities in Iraq

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Abstract

Perception of the external environment is considered one of the important issues in the field of organizational behavior, because of its great and effective role in determining the behavior of workers in organizations, especially creative behavior. It was launched from several questions and hypotheses, the purpose of which was to answer them to identify the importance of tourism organizations. To determine the level of study variables and test their hypotheses, a number of unscientific statistical methods have been used in analyzing and processing data and information by relying on ready-made statistical programs (SPSS ver-19). The questionnaire is approved as a measurement tool by (30) officials at the level of administration who are ranked (general manager, head of department) at the center of the Iraqi Ministry of Tourism and Antiquities. The study reached a set of conclusions, the most prominent of which was the low level of awareness among managers of the social and cultural environment, which led to influencing the behavior of creative managers and making it routine without creativity. The study found that the awareness of social and cultural factors on creative behaviors has an impact on the work that managers perform in their jobs That requires mental factors and intellectual skills that lead to creative behavior in order to perform their tasks. The study shows the provision of all information that pertains to society culturally and socially, to connect to the perception and understanding that helps to reach creative behavior .

Keywords: cognition, cultural and social environment, creative behavior .

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Introduction

In light of the huge technological and cognitive development and the rapid and volatile changes in the external environment of the organizations, which made them a dynamic environment characterized by instability and uncertainty, which made their awareness, understanding and forecasting among the most important problems that hinder the work of tourism organizations. As a result, modern organizations, especially tourism organizations, realized that facing The external environment is the most difficult problem threatening its existence. And if we know that the tourism industry has become in the world today a competitive and advanced industry over the largest economic industries such as the oil industry, as it is distinguished from the rest of the industries as it is an industry without smoke and depletion, as well as it is considered one of the most industries in our present age, which is growing and prospering because of the financial resources and opportunities it provides Work and revival of the regions and their residents. Therefore, those interested in the tourism sector discovered the importance and the urgent need to recognize and understand the effects that the external environment exemplifies in terms of their circumstances, events and dimensions, because of this a great impact on the work, performance and behavior of organizations and workers, especially since the world today is based on information that the environment abounds in quantity and type, and it is recognized The scientific findings of the specialized studies in organizational behavior that the nature of the response to the influences of the external environment is based on the level of awareness of the information that comes from it, and that it is received by workers in the organization, especially the managers being in direct contact with the environment For external and on the basis of which the behavior

the importance of studying :

This study introduces the importance of understanding these factors and their impact on creative behaviors.

Objectives of the study:

The study aims to identify the impact of perception of the external environment on the creative behavior of managers of the Iraqi Ministry of Tourism. Also, to know the level of awareness of the social and cultural factors of the sample.

the study Problem:

Does the lack of awareness of the cultural and social factors of the tourism organization affect the creative behavior of managers?

First: the concept of human perception

The importance of the subject of perception in management led to the emergence of multiple concepts of it. The Oxford dictionary defined perception as an observation and insightful accession (Oxford, 2006). McShane sees it as the process of receiving

information and understanding the world around us (McShane, 2000: 166). While identifying each of Etzel & et.al as a process of receiving, organizing and defining the meaning of information or environmental incentives through the five senses Etzel & et.al, 2004: 105)). While McShane & Glinow saw perception as the process of receiving information and understanding the world around us, 2005: 76 (McSane & Glinow). Born & et.al also knew about the process by which individuals receive stimuli from the environment (Born & et.al, 2010: 84) .

Senses Perception refers to the process by which an individual perceives stimuli that come from the external environment through the senses (Senses). These stimuli, as Champoux sees, come from individuals, events, topics or ideas (Champoux, 2000: 76), and Meshane & et.al indicate that these stimuli and information are examined, organized, interpreted, and the resulting perception affects our emotions and our behavior towards things, people, and events. Meshane & et.al, 2000: 166) .
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Second: The concept of the organizations external environment

The study and research contributed to exploring the external environment by writers and researchers, and their endeavors to determine the nature and nature of the external environment, to develop concepts and interpretations of it. Griffin defined it as everything outside the boundaries of the organization that affected it (Griffin, 1987: 70). Robbins agreed with him as everything outside the organization (Robbins, 1990: 206). Daft holds that the external environment is the element that exists outside the boundaries of the organization and has the power to influence all parts of the organization (Daft, 2004: 137). She knew that they were all factors and circumstances outside the boundaries of the organization that affect her behavior and practices (Burton & thakur, 1997: 67). Jones described it as a set of resources outside the boundaries of an organization that the organization needs to improve and develop its competitive strategy (Jones, 1999: 222).

Factors include the external environment (political, economic, natural, social and cultural, technological, globalization). The study will focus on factors in the field of research, which are social and cultural factors.

Third: Social and cultural factors :

Social and cultural phenomena are rules or expectations of behavior and ideas based on shared beliefs within a particular cultural or social group. While often undeclared, they provide social norms for appropriate and inappropriate behavior and include values, traditions, prevailing social norms, motivations and incentives for human behavior (Draghi, 2012, 7). Culture also expresses the shared values and basic beliefs of all workers in the organization (Faraj, 2011: 155). Therefore, culture plays a major role in the organization, as it affects the perception, thinking and action of the organisation's members, especially in relation to relationship management practices (cyau & spiller, 2007: 227). The social structure of a country effectively affects the

habits and patterns of human behavior. Therefore, organizations that seek to succeed in their work must have social surveillance, and social surveillance means that the organization is aware of the various changes that can occur within the community, as well as an analysis of factors of the social environment, such as the development of demographic growth, the distribution of the population, consumption habits, occasions and holidays (Abdel Qadir Abdullah, 2012). Like Ramadan for Muslims and Christmas for Christ .

Therefore, managers in tourism organizations who face the cultural and social environment must be fully aware of all the details of the social and cultural construction of societies, by looking at all cultures of society, whether the minority or the majority, and counting events, customs and traditions in order to take the appropriate decision towards issues that concern Society is excellent .

Fourth: The stages of realizing the external environment

Stage(1): receiving stimulator

This stage represents the first step in the process of perception, as a person is exposed to influences that remove it from the external environment and receive it through the senses (hearing, looking, smelling, touching, taste). Whereas, (2005: 76 meshane & Glinow) believes that the process of perception begins when receiving the environmental effects mentioned by the senses.

stage (2):select and regesteration

At this stage, the type of stimulus that has been received and the focus of attention on it by the individual is recorded by his senses. Luthans indicates that it begins by registering the phenomenon through sensory and nervous mechanisms, such as the ability to hear and look and others, and that affect perceptions (Luthans, 2002: 186).

The third stage: organization and classification

It means arranging the stimuli (information) mentally until they are understood to come out in a sense, and Qaryouti indicates to them that they represent the advanced stage of awareness in the classification of information and the organization of different perceptions according to the reference frameworks available to the individual under distinct titles so that the experience becomes integrated. The process of answering a student to the exam questions requires him to arrange and organize questions (information) mentally to understand them and come up with an answer (meaning) according to his awareness of the situation (Al-Qaryouti, 2009: 129) .

Fourth stage: Interpretation

In this stage, the information that has been organized and classified in the previous stage is analyzed and interpreted, and Zakari goes on to say that the interpretation of

information needs to be understood and what is meant by understanding is to know the content and content of the information and thus be able to interpret it objectively and correctly (Zakri, 2005: 213). Here, there will be an effect of the psychological (psychological) processes of the individual, which will affect the interpretation of the sensations that form for him from his reception of internal and external influences.

Fifth Stage: Feed Back

At this stage, both Baqir and Hamzah indicate that most cognitive processes produce stimuli that have an important value in interpreting the cognitive process. The feedback (whether as a result of physiological activity or psychological processes) will assist the individual in interpretation and closure. (Baqir and Hamza, 1984: 103) .

Sixth Stage: Behavior Responding

After going through all the previous stages, the individual reaches the most important stage of perception, which is the final stage through which stimuli and external stimuli are responded to through the behavior of the individual. The final behavior of cognition, which is reaction or behavior and is either a virtual (overt) or covert) is called a mystical event, as it is part of organizational behavior as a result of cognition (2002: 186 Luthan).

Fifth: Creative Behavior

Creative behavior is an important element in the survival of the tourist organizations and their survival in the competition market. The creative behavior lies in the human energies capable of performing its work creatively and creatively, hence the importance of the creative behavior of tourism management represented by the touristic managers who have the ability to create new and developed ideas, works and behaviors to meet the intense competition in the tourism market. For this purpose, this topic deals with creative behavior in terms of importance, concept, factors affecting it, barriers to creative behavior, attributes and characteristics of the creative person, studies that confirm creative behavior.

1- Concept of creative behavior

Human behavior is only the outcome of the interaction of each individual and its powers, characteristics, and internal components, and the set of external situational factors surrounding it, and that human behavior will be creative (positive) in the event of achieving its goal. Within this entry, Woodman & Schoenfeld (1989,1990) presented a model of creative behavior at the individual level. They pointed out that creativity is a complex product of individual behavior and situation data, and the position is distinguished in terms of content and social influences that facilitate or hinder creative achievement (Woodman & et al, 1993: 249). In the same direction, Amabile, 1983) sees creativity as a result of personal characteristics, cognitive capabilities, and social environments (Joussemet & Koestner, 1999: 231), (Spen, 1994) sees creative behavior as the outcome of decisions that end up rejecting or adopting an idea .

2- The importance of creative behavior in organizations:

Tourism organizations in today's world face great challenges, and they are in dire need of change and renewal and embracing creative energies, creative solutions and creative ideas, in order to survive, so staying today means creativity, and creativity lies in the human capital that works and leads tourism organizations towards achieving the goals that seek To achieve them, and creativity is extremely important in the life of tourism organizations, which is a basic requirement in light of the constant rapid changes and the dynamic environment that imposes on it the provision of what is better and new, and creativity helps in strengthening the interaction relations between the organization and its environment, and helps to provide D solutions to its problems. And creativity requires individuals with behavioral and intellectual skills that result in creative behavior, which is a key factor in developing and improving the level of effectiveness and efficiency of tourism organizations to the highest levels of production. These individuals work in the organization and possess personal and cognitive characteristics that differ among them, due to the different social variables that have arisen under it outside and within the organization, in addition to other economic, political, cultural and other environmental factors, and therefore the positive role of studies that dealt with creative behavior in providing other sciences with benefits has emerged. Especially organizational science in light of these environments characterized by diversity and social complexity, and this is what she indicated (Woodman, 1993: 293), as she emphasized that organizational science can benefit from the study methodology in creative behavior in complex social systems. Creativity for individuals and organizations is based on something for the first time, or creating new knowledge, and restores the important role of organizational change that can provide a key to understanding phenomena, and ultimately develops organizational effectiveness and survival. Creative behavior has today become a feature of the developed world that relies on creativity and excellence, as this confirms what the Japanese society has achieved in production and superior behavior, as it was discovered (Torrance, 1980) in his study of Japanese society that it is possible to reach most of the members of society to A superior level of performance, or as described by the super accomplished. And getting creative and intelligent individuals in organizations is one of the most important factors that lead to improving work and accomplishing it skillfully (Graham, 2000) believes that creativity is important in improving work to find easier and better ways to do work, i.e. work with high intelligence. Organizations thinking about converting their own behavior into creative behavior must provide support to creative individuals and provide an encouraging work environment, as Diliello & et.al, 2006: 320) emphasized that creative behavior is not achieved in a work environment that does not encourage creativity. Creativity must be at the highest level in organizations that provide support and their managers will be attentive to workers through discussions with them. This behavior for managers is seen by some writers as an indicator of the success and efficiency of organizations and productivity, as the concept of productivity in work is related to the conduct of the leader, and the nature of the relationship between him and

his subordinates. Therefore, creative behavior is one of the main factors in the success and development of organizations and their survival in competition.

3-Factors affecting creative behavior in organizations

Researchers believe that there are a group of factors that affect creative behavior, including internal factors that concern the individual, and external factors that affect the environment surrounding it. Amabile sees creativity as a result of personal characteristics, cognitive aptitudes, and social environments (Joussemet & Koesner, 1999: 231). (Wang & Zhu, 2009) notes that organizational socialization, trust and knowledge sharing are the main resource for fostering creative behavior, and trust is the foundation of good relationships in the workplace, and that some research has suggested that strengthening and improving relationships, exchanging resources and information, and reaching individuals will produce creative behavior. While (Graham, 2000) indicated that values greatly affect creative behavior through change and improvement, and change simply means doing something different, and this does not require any skill at all. As for improvement, it requires changes towards the best, and the best is in matters of values. (Diliello & et.al, 2006: 323) referred to the model proposed by Woodman & Schoemfeld (1989) and completed by Woodman & et.al, 1993, where they emphasized that creative behavior is influenced by the individual's personal and cognitive abilities, previous circumstances, attitudes, and influences. Social. (Woodman & et.al, 1993: 298) identified factors influencing a person's creative behavior and referred to personal factors such as independence, high energies, intuition, self-confidence, and the ability to resolve contradictions. Cognitive factors, fluency, flexibility and originality. The personal and subjective characteristics of the individual are among the elements upon which creative behavior depends. (Al-Zayat, 2009: 24) refers to creative behavior through the cognitive dimension and the emotional dimension, as you see that the cognitive dimension including the creative behavior includes mental capabilities, processes and cognitive methods, energies, memory and ability to The storage of information and knowledge of the individual and the group, while the emotional dimension is represented by the effects of creative behavior on the motives, tendencies, emotions and personal characteristics. As for the external factors affecting the creativity of the individual, the diversity of the external environment and the multiplicity of its elements are among the factors affecting the creative behavior. (Al-Titi, 2001: 142) believes that the environment, its multiplicity and riches enriches the elements of creativity and creative work. Among the important elements that affect creative behavior are the social, cultural and economic factors, and this is what Al Zayat went to, where it indicated that the socio-economic dimension of creative behavior is represented in the space occupied or represented by the individual in the economic, cultural, and social context in which he lives (Al-Zayat, 2009: 24). Mishra & singh (2010: 115) agrees with this view, as they point out that the social environment is one of the most important factors affecting creative behavior. This confirms that the individual environment, whether inside or outside the organization, has a great influence on creative behavior, including the social, economic, cultural, and political

variables it contains. The systems used within organizations greatly affect the behavior and creativity of individuals. The cooperative democratic leadership that gives rise to the wide scope of creativity will be an important factor that helps in creating behaviors directed at effective and better performance, and this is what each of (Woodman & et.al, 1994: 302) went to. They indicated that cooperative democratic leadership leads to higher levels of creative outcomes. This is confirmed by (Diliello & et.al, 2006: 320) that creative behavior is not achieved in a work environment that does not encourage creativity.

It is clear from the previous review that creative behavior includes personal characteristics, cognitive capabilities of the individual, and the surrounding circumstances, whether in the internal organization environment, or the external environment of the tourist organization, and all these factors lead to influence the individual creative behavior.

Sixth: The practical side

. It is clear from Table (1) that the paragraph “Beliefs and Religions” got the highest arithmetic mean (4.37), standard deviation (0.71), and relative importance (87.4), while the lowest arithmetic mean for the paragraph (social surveillance) reached the organization’s awareness of everything that happens from Changes within society), as it reached (3.4), a standard deviation (1.16), and with relative importance (68), and the mean of the rest of the paragraphs varied between (4.37) and (3.4), all of which are higher than the neutral mean, and this means that the level of awareness The managers of the social factors are positive, but not at the high level, and this confirms the weak information that generated the state of uncertainty among the study sample about these factors .It is also clear from Table No. (2) that the mean of the responses of the study sample individuals for all variables of creative behavior combined has reached (3.62) and standard deviation (0.38), and relative importance (74.4) which is higher than the neutral and adult (3), and this means that The level of creative behavior of managers was medium, higher than the neutral average (3), but it was not high.

Table (1)

Arithmetic mean, standard deviations, and the relative importance of paragraphs of social and cultural factors are arranged in descending order

Rank	number	Paragraphs	Arithmetic mean	deviation	Importance
1	18	Beliefs and religions	4.37	0.71	87.4
2	17	.Occasions and holidays	4.27	0.86	85.4
3	13	Prevailing customs and .traditions	4.23	0.77	84.6

4	15	The extent of life and spending .methods	3.63	0.89	72.6
5	14	Social mobility and social classes	3.57	0.67	71.4
6	16	Social surveillance (the organization's awareness of all the changes that are taking (place within society	3.4	1.16	68.3

It is also clear from the previous table that after intellectual capabilities he had obtained the highest arithmetic mean (3.52), followed by the characteristics and characteristics of the creative personality (3.8), and the table also reveals that the trend retention component had obtained the highest arithmetic mean within the elements of intellectual capabilities, It reached (3.82), followed by the element of fluency (3.78), then followed by the element of awareness of details ((3.52), then came the element of sensitivity to problems (3.42), then solved the element of mental flexibility in the last rank (3.07).

Table (2)

Arithmetic mean, standard deviations, and the relative importance of variables of creative behavior are in descending order

Rank	number	Paragraphs	Arithmetic mean	deviation	Importance
First	ثانيا	Intellectual .capabilities	3.52	0.4	73
1	5	Keep the direction.	3.82	0.57	76.4
2	1	.Fluency	3.78	0.49	75.6
3	4	Understand the .details	3.52	0.53	70.4
4	3	.Allergy to problems	3.42	0.75	68.4
5	2	Mental flexibility.	3.7	0.73	74
ثانيا	اولا	Distinctive features and characteristics of the creative person	3.8	0.50	76.6
6-1			3.62	0.38	74.4

The relationship between social and cultural factors and creative behavior
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The statistical treatment shown in Table No. (3) showed that (2) there was a significant correlation relationship between awareness of social and cultural factors and creative behavior out of a total of (12) relationships, i.e. (16.66%). The results indicate that there is (1) a value of significant significance between the extent of change in life, methods of spending and intellectual capabilities, as it reached (0.413) and with a general correlation coefficient of (0.381) with a significant significance. While the other value was recorded between social surveillance (the organization’s awareness of all the changes taking place within the community) and intellectual capabilities, which amounted to (0.401), with a moral significance, and with a value of a general correlation coefficient of (0.313) with a non-moral significance. The overall correlation coefficient was recorded between the perception of social and cultural factors and creative behavior in general (0.334) and an insignificant significance.

These negative results reveal weaknesses in the perceived awareness of the studied sample of social and cultural factors and its importance in providing managers with events and information that revolve in society, as knowing the desires and needs of society helps the managers to respond to them in an optimal and creative way. This lack of awareness indicates that the sample assesses social and cultural factors as being unstable and characterized by uncertainty. It emphasizes the presence of cognitive barriers that limit creative behavior. This result does not achieve a significant correlation between the awareness of social and cultural factors and behavior .

Table (3)

Spearman correlation coefficient of the relationship between awareness of social and cultural factors and creative behavior

Total creative behavior	Intellectual capabilities	Distinctive features and characteristics of the creative person	Creative behavior	
			Social and cultural factors	
-0.231	-0.208	0.163	.Prevailing customs and traditions	
0.231	0.180	0.190	.Social mobility and social classes	
*0.381	*0.413	0.209	The extent of change in life and methods of spending.	
0.313	*0.401	0.113	Social surveillance (awareness of the organization of all .(changes within the community)	

0.140	0.136	0.090	.Occasions and holidays
0.250	0.053	0.335	.Beliefs and religions
0.334	0.323	0.216	Total social and cultural factors

At a significant level (0.05) Spearman correlation value scheduled at sample 30 and at level of significance (0.05) = ((0.362 At a significant level (0.05)

The results also revealed a low level of awareness of social and cultural factors among the respondents, and the researcher believes that the reason is due to the fact that social and cultural factors are part of the tourism industry, and because the researched ministry is concerned with the tourism sector, it must have a management that has awareness of the social and cultural factors that the country enjoys , Being included in the tourism industry. As religious tourism, folkloric events, festivals, cultural and literary conferences, etc., this represents a clear weakness in the process of perception and my father leads to a decrease in creativity.

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