ATTITUDES TOWARDS RELUCTANCE TO WORK IN THE EGYPTIAN TOURISM SECTOR

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Abstract

It was noted recently that there is a clear attitude towards reluctance to work in The Egyptian tourism sector generally. Actually, there are many reasons that led to this disinclination. So, this research aims to study beliefs and attitudes of individuals towards reluctance to work in The Egyptian tourism sector. Also, knowledge the motives and reasons for real attitude to work in this sector and whether there were extremist religious beliefs or employees' feeling of unsafe to work in this sector recently. So, the researchers concentrate on three hypotheses as follows: there is a clear attitude towards not working in The Egyptian tourism sector; there is a positive relationship between religious beliefs and work in The Egyptian tourism sector; finally, there is a positive relationship between feeling of unsafe and work in The Egyptian tourism sector.

To achieve the results, the researchers designed attitude scale to measure reluctance to work in The Egyptian tourism sector. The scale applied on 162 samples distributed on workers in the public and private sectors in Cairo, Minia, Assiut, Fayoum and Sohag governorates, who have/have not previously worked in the tourism and hospitality field.

The study discovered that there are clear attitudes towards reluctance to work in The Egyptian Tourism Sector, personnel feeling unsafe and limit indicators about bad beliefs towards working in tourism field.

So, the study recommends establishing policies and rules to protect tourism employees and increase awareness about the importance of tourism field.

***Keywords**: Reluctance to work, Attitudes, Egyptian Tourism Sector.*

Introduction

Attitude has always been a subject of interest to many researchers as well as psychologist. It is considered as exciting and mysterious to some researcher. It can function as a shield to someone or it can even function as a weapon to someone. Having a certain attitude in life is crucial to people so as to help them live in harmony and towards better understanding of things around them. Attitudes play a major part in determining a person's personality. This is because attitude affects the way people perceive and act

towards people, objects or events that they encounter. Besides that, attitudes can also have an effect on one's social interactions.

Employees in The Egyptian tourism sector are significant because they are mostly important to the development of the hotels and travel agencies; employees' attitudes and behaviors play a vital role in the quality of work. In this regard, employees are primarily responsible for providing a sustainable competitive advantage for the hotels and travel agencies. Therefore, success in the Egyptian tourism sector depends on managing and retaining employees.

At present, the hotels and travel agencies have become an important force in Egypt's national economic development, but compared with larger enterprises, the overall weaker competitiveness of the hotels and travel agencies, particularly the employee reluctance problem is more serious than other enterprises, to a certain extent; it has had a serious impact on the healthy and stable development of Egyptian Tourism Sector. So, the researchers study this problem and try to find solutions for it.

Definition of Attitude

According to business dictionary attitude is a predisposition or negatively towards a certain idea, object, person or situation. In addition, attitude influences and individual's choice of action, and responses to challenges, incentives and rewards (together called stimuli). Many psychologists have given different definitions for attitudes. Schneider (1988) stated that attitudes are evaluative reaction, to persons, objects and events. This includes your beliefs and positive and negative feelings about this attitude objects. In other hand, Schneider (2004) defined the concept attitude as one that has been frequently studied in social science. There is no universally accepted convention where definition and measurement are integrated.

Albarracin et al., (2005) agreed with Bohner and Wanke (2002) that attitude can be defined as a psychological tendency to view a particular object or behavior with a degree of favor or disfavor. In addition, attitudes are generally understood to be formed through a process of individual subjective evaluation (involving a rational assessment of costs and benefits) but also influenced by affective and emotional responses and related beliefs.

A psychological definition of attitude identifies a verbal expression as behavior. Those who use a psychological definition of attitude attempt to reduce prejudice and discrimination by changing attitudes. Also, Auzmendi (1992) defined attitudes as aspects not directly observable but inferred, comprised of both beliefs as feelings and behavioral predisposition towards the targeted objects. On contrast Gomez – Chacon (2000) defined attitude as evaluate bias (negative or positive that determines the personal and behavioral intention. A psychological definition of attitude identifies a verbal expression as behavior. Those who use a psychological definition of attitude attempt to reduce prejudice and discrimination by changing attitudes. In addition, a sociological definition of attitude looks at verbal expression as an intension to act (Chaiklin, 2011).

According to Eagly and Chaiken (1993) attitude is summary evaluation of an object that have cognitive, affective, and behavioral components. Armitage and Christian (2003) added that there are variables which moderate that attitude/behavior relationship, These include having an attitude that is univalent, easily recalled, and being personally involved.

In addition, Giner-Sorolla, (1999) agreed with Tesser and Martin, (1996) in that most evaluations incorporate both cognitive and affective components. Attitude research often describes cognitive and affective components of an attitude in relation to an overall evaluation. The latter more general evaluation reflects whether one is opposed to or in favor of a certain attitude object. Also, Crites, Fabrigar, and Petty, (1994) agreed with TraWmow and Sheeran, (1998) in relevant cognitions are the valenced beliefs held by the individual about the attitude object. Relevant affect is the set of feelings and emotions the person associates with the attitude object. There is evidence that cognition and affect are attitude components that can be distinguished both from each other.

In conclusion, an attitude refers to our opinions, beliefs, and feelings about aspects of our environment. We have attitudes towards the food we eat, people we meet, courses we take, and things we do. At work, two job attitudes have the greatest potential to influence how we behave. These are job satisfaction and organizational commitment (Johnson, 2007).

Components of Attitude

Clearly, the dramatic events of September 11 had a profound impact on people's beliefs and attitudes, and the enhanced pride in country, increased solidarity with fellow citizens, and heightened sense of purpose found expression in a variety of behavioral domains. In light of such evidence, few would question the proposition that people act in accordance with their attitudes (Ajzen and Fishbein, 2007).

According to (Berg et al., 2006) most evaluation in corporate include both cognitive and affective components. Attitude research often describes cognitive and affective components of an attitude in relation to an overall evaluation.

Anvik et al., (2007) informed that attitudes have three main components: affective (the way we feel), cognitive (the way we think) and behavioral (the way we act) towards a particular entity. Also, Affective attitudes reflect emotional reactions and may change after repeated exposure to situations involving the goal for the attitude. Cognitive components of attitudes are believed to be more fundamental and constant over time and more closely connected to basic values (Pendleton et al., (2003). Cognitive attitudes are difficult to influence but may change when new knowledge is presented; provided the knowledge is convincing and the presenter is credible (Wood, 2000). Behavioral attitudes are manifestations of underlying cognitive and affective attitudes.

Peters and Slovic (2007) declared that affective attitudes can be holistic reactions to objects or responses derived from spontaneous images of the objects, bipolar or unipolar in structure and finally discrete emotional evaluations (e.g., angry, happy) or more general valence evaluations) e.g., good, bad). When considering the structure of attitudes, a dominant way of thinking of evaluations as consisting of three components affect, cognition and behavior – has been a guiding force for much of century (Pretty et al., 2008).

Garcia et al., (2012) agreed with Schan et al., (1995) in that structured attitude into four components or dimensions: cognitive, as the perception of one's capacity for knowledge and thinking skills; the value, as the usefulness, the relevance and perceived value in

common life, personally and professionally, and finally the component of difficulty, which focuses on the perception as a subject.

Reasons of Employees' Reluctance

Branham (2005) stated that the seven hidden reasons employees leave are the job or workplace was not as expected; the mismatch between job and person; too little coaching and feedback; too few growth advancement opportunities; feeling devalued and unrecognized; finally stress from overwork and work life unbalance. Also, reluctance refers to an employee's leaving an organization. Employee reluctance has potentially harmful consequences such as poor customer service and poor company – wide performance. When employees leave, their jobs still need to be performed by someone, so companies spend time recruiting, hiring, and training new employees (Conlin, 2007).

An employee's performance level is an important reason to leave. People who perform poorly are actually more likely to leave, these people may be encouraged to quit, or may quit because of their fear of being fired, particularly if a company has pay for performance systems, poor performers will find that they are not earning much due to their below – standard performance (Dalal, 2005). In addition, this gives poor performers an extra incentive to leave. This does not mean that high performers will definitely stay with a company. Also, high performers may find it easier to find alternative jobs, so when they are unhappy, they can leave more quickly.

Meyer et al., (2002) informed that work attitudes are often the primary culprit in why people leave. When workers are unhappy at work and when they do not feel committed to their companies, they are more likely to leave. Loving the things employee do, being happy with the opportunities for advancement within the company, being happy about pay are all aspects of our work attitudes relating to reluctance. In addition, the link between work attributes and reluctance is not direct. When employees are unhappy, they will have the intention to leave and may start looking for a job. But their ability to actually leave will depend on many factors, such as their employee's ability and the condition of the job market. Podasakoff (2007) agreed with Forsterling (2001) in that people are more likely to quit their jobs if they experience stress at work as well. Stressors such as role conflict and role ambiguity drain energy and motivate people to seek alternatives.

There are also individual differences in whether people leave or stay as, personality is a factor in the decision to quit one's job. Also, people who are conscientious, agreeable, and emotionally stable are less likely to quit their job as example, people with their personality traits may perform better at work, which leads to lower quit rates (Zimmerman, 2008). In addition, Doyle (2015) pointed out the reasons for quitting the work as follows: bad company to work for; bored at work; didn't get along with co-workers; didn't like the schedule; didn't want to work as many hours; didn't want to work evenings or weekends; hated my boss; hated my job; job was too difficult; my family made me quit; overtime was required and no transportation.

On the other hand, (Smith, 2009) declared that good employees quit for many reasons. The following is a list of what might be considered twelve reasons for employee reluctance as follows: rude behavior; work-life imbalance; the job did not meet expectations; employee misalignment; feeling undervalued; coaching and feedback are

lacking; decision-making ability is lacking; people skills are inadequate; organizational instability; raises and promotions frozen; faith and confidence shaken and growth opportunities not available.

Gorey (2015) stated that although companies cannot fully prevent employee reluctance, they can take steps to reduce their reluctance rate and increase employee engagement. The five frequent reasons people leave a company or job are as following:

Boredom: the employees in today's workforce want to develop themselves into the best that they can be. They want to expand and polish their skills, abilities, and experiences. Employees who feel restrained or get bored will eventually start looking outside of the organization to fulfill their advancement needs.

Inadequate salary and benefits: employees expect to be paid market rate and if they feel that they are being underpaid (by industry comparison), they will start looking for employment elsewhere.

Lack of recognition: not only do employees want to be monetarily compensated for the job they are doing, they also want to be recognized when they are doing that job well. When an employee starts to feel like their efforts are going unnoticed, they may become less productive or move on to another company where they will receive more recognition.

Limited advancement opportunities: employees leave their jobs because they feel that there is not enough opportunity for advancement within the company or department.

Unhappy with management: "People leave people, not jobs." The employee-manager relationship is one of, if not the most, important relationships within an organization. Employees can't seem to find the door fast enough when they have to deal with poor management or leadership.

State of the Nation Report (2013) stated that the labor reluctance to work rate across the hospitality and tourism sector continues to fall with the latest data showing a reluctance to work rate of 20 percent, a significant fall from 31 percent in 2009. Staff reluctance to change employers during the current economic climate may explain this, however anecdotally more employers appear to be focusing on how they engage and retain their staff, recognizing that there can be significant costs to recruiting and training new employees.

Reluctant Management

Byrne et al., (2007) reported that managers might be reluctant to recognize employees for a number of reasons. Many of them might simply not know how — they came up in the company with superiors who took a laissez faire attitude towards recognition ("If you don't hear from me, you're doing a good job"). Others might simply fail to pay enough attention to the performance of their people to know when something worth recognizing has been done. Others have crises of confidence — they don't know enough about an employee's job to know the difference between average and superior performance. They might believe they will be perceived as insincere or phony if they praise people. Or, they are simply afraid to recognize some and forget others. None of these are excusable, but it does help to understand the thought and/or emotional process behind the recognition decisions managers make.

Problem of the Study

Recently, it has been noted that there is a general trend for a large segment of graduates of Tourism and Hotels colleges and who worked previously in the field of tourism not to work in this important economic sector, preferring some other sectors, either public or private, without thinking to return to field tourism. This may be due to the large number of religious beliefs, which recently the community acquired, especially after spreading a large number of satellite channels or the frequent exposure of the tourism sector for a range of crises that have affected the destination tourism to Egyptian tourism demand, which led to formation of a general feeling to instability in this sector for a large segment of workers.

So, this study is trying to detect a trends towards reluctance from work in the Egyptian tourism sector, and what are the most important real reasons that led for the existence of this trend and to propose a range of solutions to this phenomenon.

Aims

- Identify psychological attitudes towards working in The Egyptian tourism sector recently.
- Know basic reasons for attitudes towards reluctance to work in The Egyptian tourism sector recently.
- Discover, if there is a relationship between religion beliefs and feeling unsafe with reluctance to work.

Hypotheses

There are three hypotheses:

H1. There is a clear attitude towards reluctance to work in The Egyptian tourism sector.

H2. There is a positive relationship between religion beliefs and working in The Egyptian tourism sector.

H3. There is a positive relationship between feeling unsafe and working in The Egyptian tourism sector.

Limitations

The researchers conducted research on workers in the public and private sectors in Cairo, Minia, Assiut, Fayoum and Sohag governorates, who have/have not previously, worked in the tourism and hospitality field. This research has been prepared from May 2013 till October 2015.

Methodology

To test hypotheses, the researchers designed one tool: a scale for measure attitude towards reluctance to work in tourism sector.

The Scale Nature

The researchers designed a psychology scale to measure workers' attitude in The Egyptian tourism sector. The scale consists of twenty items in order to be comprehended

by the workers. All items were closed type. All items comprise a numeral scale (Likert scale, penta ranking), the research has been conducted on 177 workers in Cairo, Minia, Assiut, Fayoum, Sohag governorates.

The scale items measure reluctance of work which consists of these dimensions (The security dimension, culture and habits dimension and the aspiration to another job dimension).

Results and Discussions

First: The scale validity. The scale was displayed on a group of judges to comment and after unpacking the judges' opinions on the primary image scale items, the researchers collected items approved by more than 80% and excluded the rest. So, the total agreed items are twenty items.

The scale has a gradual items for five-scaling as follows: strongly agree, agree, neutral, disagree, and strongly disagree which has taken score in SPSS program 5, 4, 3, 2, and 1 correspondingly.

Second: The scale reliability. Table (1) explains Cronbach's alpha coefficient $\alpha T = 0.984$ and notes that the value of reliability Cronbach's alpha coefficient is close to one value which indicates the high reliability.

Table 1: reliability statistics

Cronbach's Alpha	N of Items
.984	4

Table 2: shows Cronbach's Alpha scale

	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Culture	.971	.975
Safe	.982	.979
Another	.972	.985
Religion	.977	.974

Correlation is significant at the 0.001 level

Previous Table (2) shows dimensions correlation coefficient with total degree after delete item degree, and it is also noted that all scale items have indicate a high correlation coefficient (from 0.977 to 0.971).

In addition, the third column in previous table shows the value of Cronbach's alpha coefficient when delete any item. It is clear that the Cronbach's alpha coefficient does not exceed the total value 0.986 when delete any of the twenty items.

Factor Analysis. Factor analysis method was used with the basic components (Equamax Method), where the scale is applied to 162 samples. The results of scale are summarized as follows:

Table 3: Shows factor analysis method of the scale

Dimensions	Extraction
Culture	.967
Safe	.980
Another	.968
Religion	.974

Descriptive statistics

Table 4: the gender of respondents

		Frequency	Percent
Valid	Male	93	48.4
	Female	69	42.6
Total		162	100

The results from table (4) show that (48.4%) of the respondents were male, (42.6%) female.

Table 5: the age of respondents

		Frequency	Percent
Valid	from 21 - 35	111	66.9
	from 36 - 50	45	29.5
	more than 50	6	3.6
Total		162	100.0

Data in table (5) indicate that the majority of the sample ages were from 21 to 35 years (66.9%), from 36 to 50 were (29.5%), more than 50 years were (3.6%).

Table 6: the work of respondents

		Frequency	Percent
Valid	Egyptian Tourism Sector	59	35.5
	Other field	103	64.5
Total		162	100.0

As noted in table (6) of the respondents work field The majority of the sample works in another field (64.5%), and (35.5%) work in The Egyptian tourism sector.

Findings and Discussions

To test hypotheses of the study, the researchers used suitable statistical tools of SPSS V.20. (T-test and regression test) and the results are as follows:

First hypothesis results. From using t-test analysis, it can be noted that there is a positive attitude towards to reluctance work in the Egyptian Tourism Sector.

Table7: shows independent sample t-test for all dimensions (the scale)

All Dimensions		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Scale	Equal variances assumed	2.760	.099	55.166	160	.000
	Equal variances not assumed			69.450	131.821	.000

From the previous table (7), it found that levene's test for equality of variance is not significant at 95% where the value of F is 2.760 and this value is not statistically significant at 0.05. So, there is not variance between all dimensions of the scale. From the other hand, it found that there is a clear attitude towards reluctance to work in The Egyptian tourism sector where t-test for equality of means is significant, where the value of T is equal 69.450 and this value is significant at level 0.000.

The sample has this trend because some reasons related to the following:
- feeling unsecured in the tourism sector.
- Feeling that they may lose their jobs in tourism sector.
- Low wages in the tourism sector particularly after 25 January revolution.
- Looking forward to work in a more secure and stable sector rather than tourism.
- Some categories of the Egyptian society believe that working in tourism is sin.

- The fact that working in tourism needs traveling and being a way of family, and the unstable security circumstances that affected tourism sector in the recent days.
- The ongoing unstable political and security circumstance made the sample loses hope concerning the recovery of the tourism sector.
- Furthermore, the security disturbances in the Middle East and the Arabian region make it hard for the tourism sector to recover soon.

Second hypothesis results. The results of the second hypothesis, which states that there is a positive relationship between culture and religion beliefs and working at Egyptian tourism sector, are as following:

By testing this hypothesis using independent sample t-test, it was found that there is a positive relationship between culture and religion beliefs and working in The Egyptian tourism sector.

Table 8: shows the culture and religion beliefs dimensions Independent Samples t-test

Dimensions		Levene's Test for Equality of Variances		T-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Culture	Equal variances assumed	15.882	.000	52.866	160	.000
	Equal variances not assumed			62.510	157.214	.000
Religion Beliefs	Equal variances assumed	6.713	.010	45.144	160	.000
	Equal variances not assumed			53.688	155.920	.000

From the above table(8), it can be noted that levene's test for culture dimension is significant where F value is 15.882 and this value is significant at 0.000. From the other hand, t-test is also significant where T value is 62.510 and this value is also significant at 0.000.

Also, religion dimension in this scale is high significant because levene's test for equality of variance is significant where F value is 6.713 and this value is statistically significant at 0.010 and t-test for this dimension is also significant where T value is 53.688 and this value is significant at 0.000.

Thus, the researchers can conclude that the reasons which have lead to a positive relationship between culture and religion beliefs from one side and working in The Egyptian tourism sector from the other side are as follows:

From the scale, it has been shown that one of the important reasons of reluctance to work in tourism is the widespread notion of the necessity in working in the governmental sector because of the deep rooted ideas and bells in the minds of some regarding there are differences and advantages in working in governmental sector, moreover, there is the

widespread notion of committing to the custom and traditions of the Egyptian society, which look at the tourism sector labor as if it contract these traditions specially in some of upper Egypt governorates such as Minia, Assuit and Sohag.

Culture can do without laws. If the Egyptian society has this culture of working in tourism, reluctance will be in vain, but from another point of view, job protection leads to job stability in the tourism sector, which the specimen members lose.

Also, after the revolution of 25January a lot of groups with Islamic background managed to take power. They promote for the idea that working in tourism is sin. They issued extreme fatwa concerning foods, drinks, bars and music in the touristic places. Thus, some thinkers and politicians thought that an Islamic state thinking will be applied to the tourism sector. In fact, the negative extreme ideas and fatwa of those groups led to reluctance concerning working in the tourism sector.

Table 9: shows the safe and looking for other job dimensions Independent Samples t-test

Dimensions		Levene's Test for Equality of Variances		T-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Safe	Equal variances assumed	.730	.394	43.246	160	.000
	Equal variances not assumed			52.816	146.959	.000
Another Job	Equal variances assumed	3.175	.077	37.519	160	.000
	Equal variances not assumed			45.375	150.819	.000

From above table (9), it can be noted that levene's test for safe dimension is significant where F value is 0.730 and this value is not significant at 0.394. From the other hand, t-test is also significant where T value is 52.816 and this value is significant at 0.000.

Also, another job dimension in this scale is high significant because levene's test for equality of variance is significant where F value is 3.175 and this value is not statistically significant at 0.077 and t-test for this dimension is also significant where T value is 45.375 and this value is significant at 0.000.

Thus, the researchers can conclude that the reasons which lead to a positive relationship between safe and another job from one side and working in The Egyptian tourism sector from the other side are as follows:

Tourism agencies and hotels, before the crises faced the tourism sector recently in Egypt, were paying remunerative salaries for employees that exceed the governmental salaries and some salaries of other economic sectors. Recently, the tourism sector has suffered a problem because of the revolutions which lead to either firing or laying off employees to reduce the costs, or giving them limitless leave without or with a low salary,

which lead to a feeling of insecurity, and therefore the abstention to work in the tourism field, unlike what happened recently in the governmental sector and some other sectors, concerning raising the salaries, that leads to a great difference between the work in the tourism field and the other sectors. Consequently, an apparent drawback appeared specially. These raises in the other sectors which haven't been according to detailed studies by these authorities, which leads to a feeling of failing by employees of the tourism sector and the state in providing the protection and encouragement in the tourism sector, saving suitable alternatives for them, or even providing them with health and social welfare which leads to the reluctance of employees from working in the tourism sector.

The feeling of the specimen members has increased that the work in the tourism field is insecure and that the work in the government jobs and some other ones are more secure where the worker cannot be fired, and his salaries will not do creased but increased, which makes him seizing that job in return for leaving the job in the tourism field.

The responses of the specimen reflect their in satisfaction about laws and legislation in the tourism field, which don't offer them the lower protection from the risks that face the employee in tourism. Furthermore, in these circumstances, the tourism sector did not make due role in giving employees their financial rights, and the international labor laws obligate businessmen to investigate the financial conditions and the employee's insurance systems in laying off firing cases, in addition to providing materialistic guarantees for these who work not lesser than a whole year, which is not available in tourism field, through.

All of these lead to a feeling of insecurity by employees in tourism, and therefore, they quitting and reluctance working in tourism.

The sample has emphasized that the employee's reluctance to work in tourism sector is due to their aspiration to other jobs of more secure and status, that have been seen don't need skills as these required by the tourism sector. Furthermore, working in the other fields, especially the governmental one, doesn't need an obligation to the official working hours, unlike the tourism sector, which needs longer working hours and many targets to be achieved in the one period, that exhaust the tourism employee in exchange for what he earns, which he supposes it is weak, and therefore to the abstention of working in the tourism sector. According to the United Nations Development Programme (2001), the working hours desired depends on the real wages in return for the effort exerted, and as long as the wage increases, the employee's desire to work increases. This is in clash of the tourism sector nature and its tendency for achieving high profitability. Hence, businessmen usually prefer the less cost and more productivity employees, while in the governmental sector and some other ones, the criteria of quality and discipline are less stricted, which make these sectors more attracted to the employees searching job stability, and increase the difficulty in achieving the absence between the working in it and the tourism sector.

The Recommendations

For Ministry of Tourism:

1. The need for reducing the differences and advantages between what the governmental sector and the other sectors employees and what is existing already in the tourism sector.

2. Finding specialized committees to study the serious cases for working in tourism and providing them with the facilities alongside guaranteeing their rights.

3. The need for strict governmental surveillance on the tourism agencies owners and the hotels for implementing the labor laws for a feeling of security for the employees.

For Ministry of High Education and Universities:

4. Organizing education campaigns in coordination with the educational institutions and universities to enhance the recognition level of youth and make them conscious of the significance and advantages of tourism working.

5. The state has to set policies and programs to make a balance in distributing the roles of work on the graduates, in addition to, setting a perspective for work in tourism sector.

For Tourist facilities Room:

6. Emphasizing the importance of the state obligation for the tourism agencies and hotels to fix a minimum level for wages earned by its employees, where the salaries don't decrease in an excessively in depression and crises.

For Parliament:

7. Providing a legislative environment necessary for the tourism sector in Egypt, by providing financial guarantees for the employees by the international labor laws in the times of dissolution, lying off and temporary dispensation.

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