

Creativity and innovation in the tourism sector and their role in enhancing tourism activity .Empirical Evidence in the group hotels oued souf

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Summary: This article aims to give general concepts about both creativity and innovation in the tourism field and highlight their importance in promoting tourism activity and enhancing its participation in achieving economic development, trying to find out the extent of the impact of both innovation and creativity in the tourism field as independent variables on enhancing tourism activity as a dependent variable. A research framework was created to ascertain the nature of the relationship and the impact between the variables in order to achieve the research objectives.

Simple and multiple linear regression equations were applied to the answers of the selected sample, which is employees and workers of a hotel group in the state of Oued Suof (8 hotels). This research reached a set of theoretical and applied conclusions, the most important of which is the existence of a strong relationship of influence for both creativity and innovation on enhancing tourism activity.

Keywords: Creativity, innovation, tourism activity, hotels, tourism creativity, tourism innovation.

JEL Classification Codes: C12 ,O31 , Z30.

I- Introduction :

Creativity and innovation are considered necessary drivers and essential inputs into the process of economic development. They are also considered one of the foundations upon which modern institutions in various sectors are built. It has also become necessary for institutions to use the principles of innovation and creativity in management in order to ensure their survival and continuity. The tourism sector is considered one of the sensitive economic sectors affected by factors of innovation and creativity of all kinds, as is observed through various previous experiences in these fields. Many aspects related to innovation were discussed in the research conducted, such as factors affecting creativity and innovation, types of creativity and innovation, effects of creativity and innovation on company performance, cases of creativity and innovation, measuring the success of creativity and innovations, The role of creativity and innovation as a the source of competitive advantage among companies, profitability, and long-term sustainability is recognized globally. However, spending on innovation and creativity in the tourism sector has not received sufficient importance due to its importance within the organization. From the above, we raise the following study problem:

To what extent does creativity and innovation in the tourism sector influence the promotion of tourism activity?

The study hypotheses:

We will test the following main hypotheses:

H1: There is no significant correlation between the dimensions of creativity and the variables of tourism activity.

H2: There is no significant correlation between the determinants of innovation and the variables of tourism activity.

H3: There is no significant effect of creativity in tourism activity.

H4: There is no significant effect of innovation in tourism activity.

H5: There is no significant multiple effect of determinants of creativity in tourism activity.

H6: There is no significant multiple effect of innovation types in tourism activity.

H7: There is no significant multiple effect of creativity and innovation types in tourism activity.

The study objectives:

This study aims to present a theoretical proposal about both creativity and innovation and their most important features and characteristics, in order to highlight their necessity for modern institutions. Then it moves to focus on the tourism sector as it is a private and distinguished sector and requires the application of various innovation and creativity mechanisms in it in a way that helps to develop it and improve the quality of tourism services. The model of creativity and innovation in the field of tourism services was presented and its role in working to increase the efficiency and quality of various tourism products was demonstrated.

The importance of the subject:

By offering a theoretical approach for each of the characteristics of creativity and innovation in the tourist sector, the study's significance is emphasized. The practical component of the study, which examines the influence and correlation relationships between creativity and innovation as independent variables and tourism activity as a dependent variable, further highlights the significance of the research.

The methodology used in the study:

In its theoretical aspect, the study relied on the descriptive approach, as it is useful in describing the phenomenon and its variables, by referring to a group of scientific references that dealt with the subject of the study from many aspects, while the applied aspect of the study relied on the statistical-analytical method, as it is useful in analyzing the data statistically. Then interpret it as required by the study hypotheses and objectives.

Previous studies:

1- Mafatih Yamina (2018) published an important research study on the impact of tourism innovation on tourism development, "The Case of the Al-Ahghar Region in Algeria and Douz in Tunisia." The study concludes, after applying the questionnaire method on a number of tourist agencies in the Al-Ahghar region, that there is a need to devote the tourism innovation method to the advancement and development of the tourism sector because innovation It is considered an essential feature of the times and to respond to the changes taking place in global tourism.

2- Tricky Khawla and Perry Marwa (2017) conducted a study on marketing innovation as an input to customer satisfaction with tourism services. The study focused on addressing the general concepts of the innovation process in general and marketing innovation in particular, while reviewing the importance of marketing innovation and its different types. The study concludes that the concept of marketing innovation in general is still unclear among tourism agencies in the region. The agency's tourist customer does not have a measure of whether he is satisfied or not, and the agency's officials are not tourism students and do not have significant scientific qualifications. This is evidenced by a lack of understanding and assimilating the questions presented to them during the interview.

3- Wijdan Nasser Hussein and Sarah Musa Fayyad (2022) studied the impact of talent management to achieve creativity in Iraqi museums. The results of the study, after applying the questionnaire method to a group of Iraqi museums, confirmed the need for the museum administration to make a great effort in order to preserve individuals with the necessary talents and skills. To achieve creativity in the museum

4- Abdul Hadi Muqran and Muhammad Al-Aswad (2018) conducted a study under the title The role of innovation in the operationalization of tourism sector and developing tourism products "Clark and Abernathy Model". The study concluded that tourism innovation depends on the development of the practice of innovation, which is confirmed by both Clark and Abernati through the presented model, which aims to adapt innovation to the requirements and elements of the modern tourism sector. Which helps improve the sector in general and increase investment opportunities in it at various levels

1.1. Defining Creativity:

Creativity represents the production and innovative application of new ideas that lead to improving the products and services provided to customers. Creativity includes a set of steps that include the application of creative ideas, which leads to the provision of new services that add value to an organization. It leads to increasing profits or reducing costs (Cohendet & Zapata, 2009, p. 22.). And There are four basic determinants of creativity:

1.1.1- Fluency: An multitude of ideas is necessary for creativity, and most of them might not be workable. What matters, though, is that the inventor or artist doesn't discount any ideas that occur to him. Instead, he is tasked with gathering as many ideas as he can, after which he starts to review, assess, and categorize them. Here, the rate at which ideas are produced over a certain amount of time is what counts. (Lamia Ali Ibrahim & Maysaa Saad Jawad, 2019, p. 127).

1.1.2- Flexibility: It refers to the capacity to alter circumstances in order to alter one's mental state. Being flexible means that an individual can modify a circumstance or a point of view with ease. It is the diversity or difference of ideas that a creative person comes up with. The creative individual does not attempt to confine themselves as a result. It can adjust to and take in new conditions, variables, and scenarios in a particular manner.

1.1.3- Originality: Originality is the quality most closely associated with creativity. It is defined as the ability to produce the unique. Some academics argue that a concept cannot be considered new and original until it has never been proposed before, and it must also be unusual, comprehensive, and possess deep and thoughtful connections. (Abbas, 2011, p. 138).

1.1.4- Sensing the problems: which is considered the most important element of creative thinking. Sensing the problem means seeing it clearly, defining it accurately, and recognizing its dimensions and effects. The most important thing here is realism, seeing the facts as they are, and discovering the relationships between these facts (Laila, 2019, p. 38).

I.2. Defining innovation:

Peter Drucker, who defined innovation as the process that endows goods with the ability to generate wealth, has also studied innovation.

Richard Barras conducted his initial research on service innovation in 1986. Starting with the characteristics of the services, he presented a theoretical model of process innovation in services, grounded in the concept of reverse product cycle.

"The Oslo Manual defines innovation as "the application of a new or significantly improved product, a process, a new marketing strategy, or a new organizational method in business practices, workplace organization, or external relations."

This definition covers all types of innovation that are adopted by tourism firms and is also the one that has been widely adopted in recent innovation surveys. The most important dimensions of innovation are the following: (Benedikt Herrmann & Alexander S Kritikos, 2013, p. 8)

I.2.1- Introducing a new product: is the process by which a company conducts research and development to create unique items and launch entirely new products, or it is the process by which it modifies and enhances existing products and their brand (Philip, 2009, p. 5).

I.2.2- Innovation in organization: It entails fostering innovation within the company and implementing fresh organizational structures that boost task flexibility and enhance working connections. This calls for managers to possess a particular caliber of thought and expertise. This kind of creativity is intangible and seeks to arrange managerial techniques, procedures, and patterns. To better manage and streamline the behavior of the organization (Ahlam Sudani & Shehrazad Zogheib, 2014, p. 09).

I.2.3- Innovation in the production process: With the help of this invention, work or manufacturing processes can be altered to increase efficiency, utilize less material, or enhance the visual appeal, functionality, or physical attributes of the final product.

Innovation in the production process is "the development of new or improved production or delivery methods, which may include changes in equipment, human resources, work methods, or a combination of all of these," according to the Economic and Social Commission for Western Asia (Sherif Ghayaz & Mohamed Boukamoum, 2006, p. 54).

I.3- Creativity in tourism:

The creative transformation has affected tourism in many ways. In addition to the increase in creative content being incorporated into tourism products, tourism itself has become a creative arena for skills and performance development. As Cloke points out, the creative performative role in tourism can extend to many areas not traditionally seen as creative, as we witness the development of tourism as an increasingly creative environment, within which new creative practices can be developed. While creativity in the tourism field is based mainly on the components of creativity mentioned previously (Greg Richards, 2011, p. 08).

I.4- Innovation in tourism:

Tourism innovation is a concept that has been studied relatively recently, and many researches were not conducted until after 2000, when the results (new technologies) were also implemented in the tourism field along with technological development (Andrea, 2009, p. 366).

Information and communication technology (ICT) utilization is one of the major areas of innovation and development in the tourist industry. Direct communication between tourists and travel operators is made possible by the widespread use of ICTs in the tourism sector. Significant fundamental advancements in fields like transportation have also had a big impact on the expansion of the tourism sector (Andrea, 2009, p. 367).

Tourism innovation policy should be focused on the following main points and tools:

I.4.1- Introduce a new product: The process of developing new services is considered one of the basic and vital services that are necessary if the organization wants to continue and survive.

I.4.2- Improve current services : Improving current services depends primarily on the results of marketing research and the results of marketing intelligence on the needs and desires of customers and tourists (Ikram Ahmed Al-Taweel & Ragheed Ibrahim Ismail, 2010, p. 18).

I.4.3- Improve current service provision processes: This is represented by the organization's move towards applying new methods of providing services to the customer and improving service provision procedures with greater speed and better quality (Al-Zoubi & Al-Husami, 2019, p. 307).

I.5- Definition of tourism:

Tourism is defined as the activities of people who travel to and remain in locations outside of their normal surroundings for up to a year in a row for leisure, business, or other reasons unrelated to engaging in compensated activity inside the destination (Korres George M, 2007, p. 145).

I.6- Definition of hotel services:

Hotel service is defined as an activity or advantage that can be given by one party to another party, and is characterized by an intangible quality and cannot affect ownership, as it provides added value in the form of (comfort, entertainment, health, service that provides tourists with comfort and facilities during their travel time). Or during their stay in tourist facilities far from their original place of residence), Also the researchers think that interactions between visitors and the hotel as well as between staff and the hotel through the available resources may potentially result in hotel service, given that the employees and guests are customers of the hotel, This interaction will lead to providing solutions to the problems of guests and workers (Al-Zoubi & Al-Husami, 2019, p. 305) The extent of the hotel's activity can be measured by:

I.6.1- number of tourist arrivals: this means the number of visitors coming from inside or outside the country during a certain period of time. a person who travels to a nation, area, or location with the intention of engaging in tourism-related activities for a specific time frame and using the services there for a charge (Hassan Muftah & Muhammad Al-Saghir, 2021, p. 287).

I.6.2- Tourist nights: The amount of time a visitor, resident, or non-resident actually spends (sleeps or stays) in a non-rented or tourist lodging is referred to as an overnight stay or night spent in the context of tourism.

The number of tourist nights indicates how long the visitor stays in the host nation. Depending on the influencing factors, both domestic and foreign, as well as the caliber of services offered and the reason for the visit, the duration of stay may differ from one nation to the next. It is calculated by knowing the difference between the date of arrival and the date of departure.

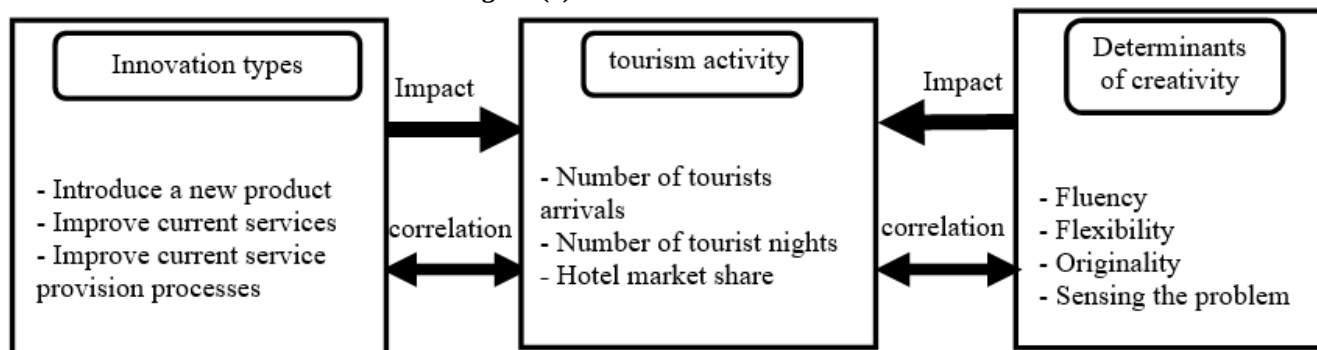
I.6.3- Hotel market share: The market share of a hotel is the percentage of the total hotel services that it provides during a period of time. It also means the hotel's share in the market, which is its share of the total services provided in relation to hotel services (Al-Zoubi & Al-Husami, 2019, p. 305).

II– Methods and Materials:

II.1- Conceptual framework:

This model describing the relationship between the variables of the research, where innovation in its three types (Introduce a new product, Improve current services, Improve current service provision processes) and creativity in its four dimensions (Fluency, Flexibility, Originality, Sensing the problems) affects on tourism activity (Number of tourists arrivals, Number of tourist nights, Hotel market share).

Figure (1): Research framework



The source: Prepared by researchers

II.2- Data Collection and Samples:

The study's data was gathered through a field survey conducted at group hotels in Oued Souf starting in January 2024. The hotel managers, heads of the finance, R&D, and human resources departments, as well as a number of hotel staff members, answered the questionnaires. We called each hotel in the sample and explained the study's goals and the questions on the questionnaire in an effort to boost the percentage of genuine survey responses.

Three academics and specialists were invited to revise the first pretest questionnaire before it was sent to the respondents. They were also asked to complete the questionnaires and mark any phrases or meanings that were unclear. The questionnaire therefore has a good level of topic validity. A total of 104 surveys were dispersed. Out of the 97 replies, 89 were valid and 8 were invalid questionnaires, 91.75% was the effective response rate.

II.3- Descriptive statistics:

In this paragraph, the sample's opinions will be discussed through analysis of the arithmetic means, standard deviations, coefficient of variation, and percentage of agreement for each of the study's variables.

Table (01) shows the values of the descriptive statistics, the arithmetic mean, the standard deviation of the research variables.

Variables	mean	Std deviation	Coefficient of variation	Agreement rate
Fluency	3.85	0.926	0.24	77%
Flexibility	4.04	0.834	0.20	80.8%
Originality	4.07	0.849	0.20	81.4%
Sensing the problems	4.01	0.944	0.23	80.2%
creativity	3.99	0.888	0.22	79.8%
Introduce a new product	4.04	0.867	0.21	80.8%
Improve current services	3.97	0.952	0.23	79.4%
Improve current service provision processes	4.11	0.879	0.21	82.2%
innovation	4.04	0.879	0.21	80.8%

Number of tourists arrivals	4.04	0.845	0.20	80.8%
Number of tourist nights	3.92	0.887	0.22	78.4%
Hotel market share	3.94	0.880	0.22	78.8%
tourism activity	3.96	0.870	0.21	79.2%

The source: Prepared by researchers depending on the SPSS outputs.

II.3.1- creativity:

The table (01) displays that the standard deviation was at (0.926), the coefficient of variation was at (0.24), and the weighted arithmetic mean for the independent variable innovation was at (3.99), which is higher than the predicted arithmetic mean of (3). This illustrates the degree of consistency in the sample's responses to this measure as well as the study sample's achieved intensity of agreement (77%) as a percentage. and suggests This is a result of the overall support shown by hotel management for the idea that innovation is important in the hotel. According to the sample, it also helps to increase workers' productivity as well as their knowledge and inventive abilities in finishing the task.

II.3.2- innovation:

Table 0-1 indicates that the independent variable creativity's weighted arithmetic mean reached (4.04), surpassing the arithmetic mean of (3) that was hypothesized. The standard deviation also reached (0.897), while the coefficient of variation reached (0.21). The percentage of intensity of agreement (80.8%) reached by the research sample shows how consistent the sample's responses were to this variable. It also shows that the research sample believes that hotel management heavily relies on innovation techniques to provide new services or improve existing ones, which increases customer satisfaction.

II.3.3- tourism activity:

Table 0-1 displays the weighted arithmetic mean for the dependent variable, tourism activity, which was reached (3.96). This value exceeds the calculated arithmetic mean of (3), the obtained standard deviation (0.87), and the obtained coefficient of variation (0.21). This shows the level of consistency with which the sample has responded to this variable.

As well as the percentage of intensity of agreement reached (79.2%). The research sample believes that the degree to which hotels are able to generate creative and innovative ideas, as well as the degree to which they are developing and improving their service quality and offering new and inventive services, all have an impact on tourism activity.

II.4 - Hypothetical Test:

The matrix of simple correlation coefficients between the dimensions of the study variables is displayed in Table (02), which also specifies the test type (tailed2). By contrasting the computed t value with the tabular one, the correlation coefficient's significance is assessed, as indicated by the acronym (Sig) in the table. The correlation coefficient's significance at a significant level of 5% is indicated by the presence of a sign (**).

Table (02): show the correlation coefficients between constructs

Variables		Number of tourist arrivals	Number of tourist nights	Hotel market share	Tourism activity
Fluency	Pearson Correlation	0.566**	0.498**	0.371**	0.528**
	Sig.(2-tailed)	0.000	0.000	0.000	0.000
Flexibility	Pearson Correlation	0.388**	0.429**	0.388**	0.481**
	Sig.(2-tailed)	0.000	0.000	0.000	0.000
Originality	Pearson correlation	0.487**	0.344**	0.449**	0.386**
	Sig.(2-tailed)	0.000	0.000	0.000	0.000
Sensing the problems	Pearson correlation	0.498**	0.503**	0.593**	0.517**
	Sig.(2-tailed)	0.000	0.000	0.000	0.000

Creativity	Pearson correlation	0.530**	0.594**	0.401**	0.598**
	Sig (2-tailed)	0.000	0.000	0.000	0.000
Introduce a new product	Pearson correlation	0.435**	0.458**	0.491**	0.437**
	Sig (2-tailed)	0.000	0.000	0.000	0.000
Improve current service	Pearson correlation	0.493**	0.473**	0.400**	0.547**
	Sig (2-tailed)	0.000	0.000	0.000	0.000
Improve current service provision processes	Pearson correlation	0.571**	0.476**	0.350**	0.581**
	Sig (2-tailed)	0.000	0.000	0.000	0.000
innovation	Pearson correlation	0.574**	0.575**	0.373**	0.670**
	Sig (2-tailed)	0.000	0.000	0.000	0.000

The source: Prepared by researchers depending on the SPSS outputs

II.4.1- H1: There is no significant correlation between the dimensions of creativity and the variables of tourism activity

Before entering into testing the first main hypothesis we'll start with the three sub-hypotheses:

II.4.1.1- H1₁: There is no significant correlation between the dimensions of creativity and Number of tourist arrivals

The table (02) demonstrates that the dimension of the number of tourist arrivals and the dimensions of creativity (Fluency, Flexibility, Originality, and Sensing the difficulties) have an important relationship at a considerable level (5%).

As can be seen from the table, there is an important relationship between the creativity dimensions and the number of tourist arrivals (0.566_0.380_0.487_0.498). All of the correlation coefficient values are significant.

As a result, the alternative hypothesis for the first sub-hypothesis is accepted. This suggests that the dimensions of originality take a role in the rise in the number of visitors.

II.4.1.2- H1₂: There is no significant correlation between the dimensions of creativity and Number of tourist nights

The correlation values are (0.489_0.429_0.494_0.500), and it is significant at level (5%).

Consequently, the alternative hypothesis for the second sub-hypothesis is accepted. It indicates that the dimensions of creativity have a role in the rise in the quantity of tourist nights.

II.4.1.3- H1₃: There is no significant correlation between the dimensions of creativity and Hotel market share

The correlation values between the creativity dimensions and Hotel market share reached (0.371_0.388_0.344_0.594), and it appears from the table that all the values of the correlation coefficients are significant at a significant level (5%). Consequently, the alternative hypothesis for the third sub-hypothesis is accepted. This proves that the dimensions of creativity contribute to increasing Hotel market share.

After testing all the sub-hypotheses, we will test the **H1** The correlation table indicates that there is a significant correlation between the dimensions of creativity (Fluency, Flexibility, Originality, Sensing the problems) and the variables of tourism activity (number of tourist arrivals, Number of tourist nights, Hotel market share).

The correlation values between the creativity dimensions and the variables of tourism activity reached (0.528_0.481_0.368_0.516), Consequently, the alternative hypothesis for the first main hypothesis is accepted. This proves that the dimensions of creativity contributes to increasing tourism activity.

II.4.2- H2: There is no significant correlation between the determinants of innovation and the variables of tourism activity: Before entering into testing the scoded main hypothesis we'll start with the three sub-hypotheses:

II.4.2.1- H2₁: There is no significant correlation between the determinants of innovation and Number of tourist arrivals

The correlation values obtained are 0.434_0.483_0.541, and the table shows that all correlation coefficient values are significant at the 5% significance level.

Consequently, the alternative hypothesis for the first sub-hypothesis is accepted. This proves that the determinants of innovation contribute to maintaining tourist loyalty and increasing the number of arriving tourists.

II.4.2.2- H2₂: There is no significant correlation between the determinants of innovation and Number of tourist nights

The correlation values between the determinants of innovation and Number of tourist nights reached (0.427_0.537_0.551), and it appears from the table that all the values of the correlation coefficients are significant at a significant level (5%). Consequently, the alternative hypothesis for the scoded sub-hypothesis is accepted. This proves that the determinants of innovation contributes to increasing the number of tourist nights and raising the degree of satisfaction among tourists.

II.4.2.3- H2₃: There is no significant correlation between the determinants of innovation and Hotel market share

The correlation values are (0.481_0.393_0.370), and it is significant at level (5%). Consequently, the alternative hypothesis for the scoded sub-hypothesis is accepted. This proves that the determinants of innovation contribute to attracting tourists, increasing the hotel's market share, and raising the hotel's competitiveness.

After testing all the sub-hypotheses, we will test the scoded main hypothesis The correlation table indicates that there is a significant correlation at a significant level (5%) between the dimensions of creativity (Introduce a new product, Improve current services, Improve current service provision processes) and the variables of tourism activity (number of tourist arrivals, Number of tourist nights, Hotel market share).

The correlation values between the creativity dimensions and the variables of tourism activity reached (0.528_0.481_0.368_0.516), and it is significant at a significant level (5%).

The alternative hypothesis for the scoded main hypothesis is accepted. This proves that the determinants of innovation contribute to increasing tourism activity.

II.4.3- H3: There is no significant effect of creativity in tourism activity

The third main hypothesis will be tested using basic regression analysis, which will make use of the beta coefficient, the value of (F), and the coefficient of determination (R²). This hypothesis is divided into four sub-hypotheses:

II.4.3.1- H3₁: There is no significant effect of fluency in tourism activity

It appears from the table (3) that there is a significant effect at level (5%) of the fluency on tourism activity. The beta coefficient value reached (0.385), indicating that a one-unit change in the fluency dimension's value causes a (0.385) change in the variable representing tourism activities. The regression model's relevance for this hypothesis is demonstrated by the coefficient of determination (0.279), which shows that fluency accounts for 27.9% of the variations in the tourism activity's component parts. As a result, the first sub-alternative hypothesis is accepted.

$$Y=2.483+0.385 x_1$$

Table (03): regression equations, (F) value, and (R²) values for the hypothesis H3₁

Model		Sum of squares	DF	Mean squar	F	Sig
01	Regression	8.144	1	8.143955	33.696678	0.000 ^b
	Residua	21.027	87	0.241684		

	Total	29.170	88			
02	R	R Square	Adjusted R	std. Error of the Estimate		
	0.528	0.279	0.270	0.491614		
03	Model	B	Std. error	Beta	T	Sig
	(Constant)	2.483	0.260		9.54	0.000
	X1	0.385	0.066355	0.528379	5.804884	0.000

The source: Prepared by researchers depending on the SPSS outputs.

II.4.3.2- H3₂: There is no significant effect of flexibility in tourism activity

It appears from table (4) that there is a significant effect at level (5%) of the flexibility on tourism activity. The beta coefficient value reached (0.406), indicating that a change of one unit in the flexibility dimension's value causes a change of (0.406) in the variable representing tourism activity.

The coefficient of determination (0.831) for the regression model, which shows how significant it is for this hypothesis, implies that 83.1% of the changes in the elements of tourism activity can be explained by flexibility. Consequently, the second sub alternative hypothesis is accepted.

$$Y=2.324+0.406x_2$$

Table (04): regression equations, (F) value, and (R²) values for the hypothesis H3₂

Model		Sum of squares	Df	Mean square	F	Sig
01	Regression	6.74	1	6.750	26.192	0.000 ^b
	Residua	22.42	87	0.258		
	Total	29.170	88			
02	R	R Square	Adjusted R	std. Error of the Estimate		
	0.881	0.831	0.822	0.507		
		B	Std. error	Beta	T	Sig
03	Constant	2.483	0.325		7.139	0. 00
	X2	0.406	0.079	0.481	5.118	0. 00

The source: Prepared by researchers depending on the SPSS outputs.

II.4.3.3- H3₃: There is no significant effect of Originality in tourism activity

The regression analysis results table (05) suggests that originality has a considerable impact on tourism activities at a level of 5%. The tourism activity variable changes by (0.326) when the value of the Originality dimension changes by one unit, according to the beta coefficient value that was obtained.

The regression model's importance for this hypothesis is demonstrated by the coefficient of determination (0.736), which shows that originality accounts for 73.6% of the variations in the elements of tourism activity. Consequently, the third sub alternative hypothesis is accepted.

$$Y=2.642+0.326x_3$$

Table (05): regression equations, (F) value, and (R²) values for the hypothesis H3₃

Model		Sum square	Df	Mean square	F	Sig
01	Regression	3.960	1	3.960	13.665	0.000 ^b
	Residua	25.211	87	0.290		
	Total	29.170	88			
02	R	R Square	Adjusted R	std. Error of the Estimate		
	0.868	0.736	0.726	0.53831		
03	Model	B	Std. error	beta	T	Sig
	constant	2.6	0.363		7.286	.000
	X3	0.326	0.088	0.368	3.697	.000

The source: Prepared by researchers depending on the SPSS outputs.

II.4.3.4- H3₄: There is no significant effect of Sensing the problems in tourism activity

The regression table (06) suggests that the perception of issues has a considerable impact on tourism activities at a level of 5%. The tourism activity variable changes by (0.379) for every unit change in the value of Sensing the Problems dimension.

The regression model's coefficient of determination of 0.866, which means that 86.6% of the changes in the elements of tourism activity can be explained by sensing the difficulties, demonstrates the significance of the model for this hypothesis. Consequently, the fourth sub alternative hypothesis is accepted.

$$Y=2.446+0.379x_4$$

Table (06): regression equations, (F) value, and (R²) values for the hypothesis H3₄

Model		Sum squares	Df	Mean	F	Sig
01	Regression	7.774	1	7.773	31.606	0.000 ^b
	Residua	21.397	87	0.246		
	Total	29.170	88			
02	R	R Square	Adjusted R	std. Error of the Estimate		
	0.916	0.866	0.858	0.49593		
03	model	B	Std. error	beta	T	sig
	constant	2.466	0.267		8.877	0.00
	X4	0.379	0.067	0.516	5.622	0.00

The source: Prepared by researchers depending on the SPSS outputs.

We will examine the third main hypothesis after evaluating each of the sub-hypotheses. The regression analysis results table (07) suggests that creativity has a considerable impact on tourism activities at a level of 5%. The tourism activity variable changes by (0.606) for every unit change in the creativity dimension.

The regression model's coefficient of determination (0.846), which shows how significant the hypothesis is implies that 84.6% of the variations in the elements of tourism activity can be explained by creativity. as result, the third alternative hypothesis is accepted.

$$Y=1.550+0.606X$$

Table (07): regression equations, (F) value, and (R²) values for the hypothesis H3

model		Sum of squares	Df	Mean	F	sig
01	Regression	10.084	1	10.084	45.962	0.000 ^b
	Residua	19.087	87	0.219		
	Total	29.170	88			
02	R	R Square	Adjusted R	std. Error of the Estimate		
	0.888	0.846	0.838	0.86839		
03	Model	B	Std. error	Beat	T	SIg
	Constant	1.550	0.360		4.309	0.00
	X	0.606	0.089	0.588	6.780	0.00

The source: Prepared by researchers depending on the SPSS outputs.

II.4.4- H4: There is no significant effect of innovation in tourism activity

This hypothesis is divided into three sub-hypotheses as follows:

II.4.4.1- H4₁: There is no significant effect of Introduce a new product in tourism activity

According to the regression analysis results table (08), the introduction of a new product has a substantial impact on tourism activity at the level of 5%. The tourism activity variable changes by (0.367) for every unit change in the value of adding a new product dimension.

The coefficient of determination reached (0.582), meaning that introduce a new product explain 58.2% of the changes that occur in the components of tourism activity. Thus, the first sub-null hypothesis is rejected and the alternative hypothesis is accepted

$$Y=2.483+0.367z_1$$

Table (08): regression equations, (F) value, and (R²) values for the hypothesis H4₁

Model		Sum of squares	Df	Mean squares	F	Sig
01	Regression	5.316	1	5.316	19.389	0.000 ^b
	Residua	23.854	87	0.274		
	Total	29.170	88			
02	R	R Square	Adjusted R Square	std. Error of the Estimate		
	0.627	0.582	0.573	0.52363		
03	model	B	Std. error	beta	T	sig
	Const	2.484	0.341		7.281	0.000
	Z1	0.367	0.083	0.427	4.403	0.000

The source: Prepared by researchers depending on the SPSS outputs.

II.4.4.2- H4₂: There is no significant effect of Improve current services in tourism activity

The regression analysis table (09) show that the improvement of current services has a substantial impact on tourism activity at a level of 5%. The tourism activity variable changes by (0.598) for every unit change in the value of the increase current services dimension.

The regression model's relevance for this hypothesis is indicated by the coefficient of determination (0.788), which means that improvements to present services account for 78.8% of the changes in the elements of tourism activity. Consequently, the sconded sub alternative hypothesis is accepted.

$$Y=2.389+0.598z_2$$

Table (09): regression equations, (F) value, and (R²) values for the hypothesis H4₂

Model		Sum of squares	Df ²	Mean	F	sig
01	Regression	8.398	1	8.398	35.172	0.000 ^b
	Residua	20.773	87	0.239		
	Total	29.170	88			
02	R	R Square	Adjusted R	std. Error of the Estimate		
	0.837	0.788	0.780	0.48864		
03		B	Std. error	Beat	T	Sig
	Const	2.389	0.271		8.819	0.000
	Z2	0.598	0.067	0.537	5.931	0.000

The source: Prepared by researchers depending on the SPSS outputs.

II.4.4.3- H4₃: There is no significant effect of Improve current services provision processes in tourism activity

The regression analysis findings table (10) indicates that improving the current processes for service supply has a considerable impact on tourism activity, at a level of 5%. The tourism activity variable changes by (0.457) for every unit change in the value of the Improve present service providing processes dimension.

The coefficient of determination (0.903), which shows how significant the regression model is for this hypothesis, implies that 90.30% of the changes in the components of tourism activity may be explained by improving present service supply processes. Consequently, the third sub alternative hypothesis is accepted.

$$Y=2.089+0.457z_3$$

Table (10): regression equations, (F) value, and (R²) values for the hypothesis H4₃

Model		Sum of square	Df	Mean	F	Sig
01	Regression	8.846	1	8.846	37.866	0.000 ^b

	Residua	20.324	87	0.234		
	Total	29.170	88			
02	R	R Square	Adjusted R Square	std. Error of the Estimate		
	0.951	0.903	0.895	0.48334		
03	model	B	Std. error	Beat	T	sig
	Const	2.089	0.309		6.750	0.000
	Z3	0.457	0.074	0.551	6.154	0.000

The source: Prepared by researchers depending on the SPSS outputs.

We will examine the fourth main hypothesis after evaluating each of the sub-hypotheses. The regression analysis findings table (11) suggests that innovation has a considerable impact on tourism activity at the level of 5%. The tourism activity variable changes by (0.457) for every unit change in the Innovation dimension.

the coefficient of determination reached (0.873), meaning that Innovation explain 87.30% of the changes that occur in the components of tourism activity. Thus, the alternative hypothesis is accepted.

$$Y=1.587+0.589Z$$

Table (11): regression equations, (F) value, and (R²) values for the hypothesis H4.

Model		Sum of squares	De	Mean	F	Sig
01	Regression	10.797	1	10.797	51.126	0.000 ^b
	Residua	18.373	87	.211		
	Total	29.170	88			
02	R	R Square	Adjusted R	std. Error of the Estimate		
	0.901	0.873	0.815	0.49988		
03	Mode	B	Std. error	Beat	T	sig
	const	1.587	0.336		4.717	0.000
	Z	0.589	0.082	0.608	7.150	0.000

The source: Prepared by researchers depending on the SPSS outputs.

II.4.5- H5: There is no significant multiple effect of determinants of creativity in tourism activity

For the purpose of testing this hypothesis, we will test multiple linear regression of the effect of the determinants of creativity on tourism activity. Table (12) shows the results of testing this hypothesis, where we note that there is a significant effect at level (5%) of the determinants of creativity (Fluency, Flexibility, Originality, Sensing the problems) on tourism activity. The beta coefficient values was (0.193-0.203-0.333-0.227), The t-test shows that all values of regression coefficients are significant at level (5%).

The regression model's coefficient of determination (0.648), which shows how significant the model is for this hypothesis, reveals that 64.80% of the variations in the elements of tourism activity can be explained by factors related to creativity.. Consequently, the alternative hypothesis of the main fifth hypothesis is accepted.

$$Y=1.363+0.193x_1+0.203x_2+0.333 x_3+0.227$$

Table (12): regression equations, (F) value, and (R²) values for the hypothesis H5.

Model		Sum of squares	Df	Mean squar	F	Sig
01	Regression	12.487	4	3.122	15.718	0.000 ^b
	Residua	16.683	84	0.199		
	Total	29.170	88			
02	R	R Square	Adjusted R	std. Error of the Estimate		
	0.805	0.648	0.601	0.44566		
03	model	B	Std. error	Beta	T	sig

	const	1.363	0.360		3.784	0.000
	X1	0.193	0.073	0.264	2.627	0.010
	X2	0.203	0.088	0.240	2.301	0.024
	X3	0.333	0.089	0.037	2.367	0.015
	X4	0.227	0.071	0.309	3.186	0.002

The source: Prepared by researchers depending on the SPSS outputs.

II.4.6- H6: There is no significant multiple effect of innovation types in tourism activity

For the purpose of testing this hypothesis, we will test multiple linear regression of the effect of the innovation types (Introduce a new product, Improve current services, Improve current service provision processes) on tourism activity. Table (13) shows the results of testing this hypothesis, where we note that there is a significant effect at level (5%) of the innovation types on tourism activity. The beta coefficient values was (0.149-0.188-0.246), The t-test shows that all values of regression coefficients are significant at level (5%).

The regression model's importance for this hypothesis is demonstrated by the coefficient of determination (0.773), which means that 77.30% of the variations in the elements of tourism activity can be explained by the innovation types.

. Consequently, the alternative hypothesis of the main sixth hypothesis is accepted.

$$Y=1.607+0.149z_1+0.188z_2+0.246$$

Table (13): regression equations, (F) value, and (R²) values for the hypothesis H6.

Model		Sum of square	Df	Mean	F	Sig
01	Regression	10.894	3	3.631	16.889	0.000 ^b
	Residua	18.276	85	0.215		
	Total	29.170	88			
02	R	R Square	Adjusted R	std. Error of the Estimate		
	0.811	0.773	0.751	0.46370		
03	Model	B	Std. error	Beta	T	Sig
	Const	1.607	0.350		4.586	0.000
	z1	0.149	0.085	0.174	1.749	0.004
	z2	0.188	0.090	0.254	2.097	0.030
	z3	0.246	0.100	0.297	2.448	0.016

The source: Prepared by researchers depending on the SPSS outputs.

II.4.7- H7: There is no significant multiple effect of creativity and innovation types in tourism activity

For the purpose of testing this hypothesis, we will test multiple linear regression of the effect of creativity and innovation on tourism activity. Table (14) shows the results of testing this hypothesis, where we note that there is a significant effect at level (5%) of creativity and innovation on tourism activity. The beta coefficient values was (0.359-0.387), The t-test shows that all values of regression coefficients are significant at level (5%).

The coefficient of determination (0.848) for the regression model, which shows how significant it is for this hypothesis, implies that 84.8% of the changes in the elements of tourism activity can be explained by creativity and innovation. Consequently, the alternative hypothesis of the main seventh is accepted.

$$Y=0.970+0.359X+0.387Z$$

Table (14): regression equations, (F) value, and (R²) values for the hypothesis H7.

Model		Sum of Squares	Df	Mean Square	F	Sig
01	Regression	13.074	2	6.537	34.925	0.000 ^b
	Residua	16.097	86	0.187		
	Total	29.170	88			
02	R	R Square	Adj R	std. Error of the Estimate		

	0.869	0.848	0.835	0.43263		
03	Model	B	Std. error	Beta	T	Sig
	Const	0.970	0.363		2.675	0.004
	X	0.359	0.103	0.349	3.488	0.001
	Z	0.387	0.097	0.400	3.997	0.000

The source: Prepared by researchers depending on the SPSS outputs

III- Results and discussion :

Based on the results of the study and testing of hypotheses, we conclude the following:

- The emergence of a clear interest from the hotels in the research sample in the dimensions of creativity and innovation and an effort to enhance the creative and innovative skills of employees.
- Improving the quality-of-service provision can provide new features that better respond to the needs of visitors, as the problem does not lie in how to create a customer, but rather in how to maintain him under changing circumstances.
- The research results show that there is a significant effect between the dimensions of creativity and tourism activity. In other meaning, by developing creative thought in the hotel, tourist satisfaction will increase, including an increase in the number of tourist nights.
- The research results show that there is a significant effect between innovation types the and tourism activity. Increasing innovative ideas creates a competitive advantage for the hotel, and Consequently increases the hotel's market share.
- The results of the research showed that the element of fluency works to give the largest number of new and implementable ideas that lead to attracting the largest number of tourists.
- The results of testing the seventh main hypothesis showed that there is a positive influence relationship between the independent variables (creativity and innovation) and the dependent variable, tourism activity. This proves that innovation and creativity are considered essential elements at the present time in order to advance the tourism sector.

IV- Conclusion:

- The necessity of increasing hotel management's interest in developing creative ideas and presenting new and different ideas and solutions to ensure distinction and competitiveness.
- The hotel management must be keen to make organizational changes to be compatible with the creative process it adopts in order to provide flexible solutions that are compatible with business requirements.
- The need for management to rely on new ideas and employ them properly in the situations it faces in a way that is compatible with the requirements of the surrounding environment.
- Activating the rewards and incentives system in a way that encourages workers to create and produce creative and innovative ideas
- Working to establish communication channels between the hotel management and customers so that the hotel remains more flexible and interactive with the changes that occur from time to time, and to know the extent of customer satisfaction with the service provided.

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