



The relationship between communication education and communication skill and their impact on creating job opportunities in the hospitality industry in the Kurdistan region of Iraq

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ABSTRACT

This research's main objective is to study the relationship between Communication Education and communication skills to pave good opportunity for graduate students to enter the hospitality market in Erbil. Often, a deficiency in communication skills hinders them from building an appropriate opportunity to face market requirement and this is a huge problem that this research focusing on. Which, in turn, affects their readiness to enter the hospitality market. This is due to the hypothesis that there is no relationship between Communication Education and communication skills sparked a discussion around how to enter the hospitality market where this study concludes the importance of such a relationship to equip students for market opportunities. The researcher collected data from 90 fresh graduate students at colleges as a research population and aluminous reveal a correlation between students' linguistic proficiency and the barriers they face in accessing the hospitality market. The researcher used, correlation analysis and regression analysis to analyses the data by using SPSS software. Also, the result shows that Communication Education and Communication Skills in Practice have



indicating a positive and significant relationship between them. The second objectives result reveals that there is no significant relationship between Communication Education and Interpersonal Communication Skills.

1.Introduction:

In the hospitality industry, various factors significantly influence customer behavior and satisfaction levels. These include staff performance, staff care, and the front office communication skills when delivering services. Within the hospitality sector, customers have diverse desires and needs upon entering the environment, it is crucial to understand and interpret correctly these requirements to meet expectations and ensure satisfaction. Consequently, this study aims to investigate students' communication levels and their opportunities to enter the hospitality market.

From the moment tourists arrive in Erbil, whether through the border or airport, communication skills become vital. Tourists interact with various professionals such as taxi drivers, airport staff, hotel employees, and personnel at restaurants and attractions. In Erbil's hospitality industry, graduate students encounter numerous challenges as they seek a place in the workforce. This is particularly true given that the majority of tourists in this city have diverse cultural backgrounds, posing a communication skills challenge for students.

Tankovic et al. (2023) emphasize the crucial importance of well-trained tourism staff with expressive communication skills to create an enjoyable hospitality environment. Researchers, such as Ana et al. (2021), delve deeper into workplace investigations, advocating for a combination of professional (hard) skills and market knowledge, along with soft skills. These soft skills encompass interpersonal skills, courtesy, attention to detail, and the ability to observe and



cater to customer needs to create a pleasant environment (Andrews and Higson, 2008). Similarly, Robles M (2012) underscores the necessity of soft skills in the marketplace as a crucial element for effective performance.

1.1 Background of study:

Since 2007 a major opening took place in that Kurdish region of Iraq where around seven millions of tourists visiting its capital-city named Erbil (KRG-Tourism Board 2023) . The promising climate and open landscape with highly friendly local people made the city very attractive for national and international tourists. Elisha (2021) describe Iraqi Kurdistan region as safe and the friendliness of local people as genuine. According to Shafaq news (2023), the regional government announced two million tourist arrivals in the first quartal to the region where, a vast majority of these tourists are Arabs from Mid and Southern Iraq. The progressive building of hotels and restaurants developed very rapidly, uncountable employees headed to work in the hospitality sector in this city in fact, many of them were not trained or maybe had not experience at all. When students graduate, they are in extreme needs for employment especially in hospitality sectors however, poor Arabic and English language and poor work experience caused a huge challenge to these students to enter the hospitality markets. According to Sadulla, Z many students fail to learn the English language in the school system and that is due to adhering to the use of the local language. The author asserts that poor infrastructure in the education system, lack of enough English teacher training, and poor communication activities are factors in this failure. Also The research center of (Rudaw 2023) underline that there are 13.6%, employment among youth in the Kurdistan region.

Altaee, H et al (2017) declare, in order to promote the tourism industry and have an efficient hospitality industry in Iraqi Kurdistan, more qualified and trained staff needs to be employed in this sector. In their study the authors conclude,



low level of tourist satisfaction and poor staff performance are among challenges that face tourist industry. Therefore, improving communication skills among graduate students and local people in the tourism and hospitality sector in this region needs to be considered as one of the highest priorities to provide robust and pleasing service.

1.2. Research Problem:

Each year, numerous students specializing in tourism graduate from various educational institutions in the Kurdistan region. These students receive training and education in various institutes here in Erbil with the aim of securing job opportunities within the local, national, and international hospitality market. According to statistics provided by Shafaq news (2023), the Regional Government of Kurdistan (GOV. KRD), there has been a considerable increase in tourist arrivals. For instance, in 2022, more than six million tourists visited the Kurdish region of Iraq, compared to four million in 2021. The local government expects a further increase to seven million arrivals in 2023. Based on these statistics, it is reasonable to assume that employment opportunities in the tourism and hospitality sector should also increase accordingly. However, despite the growth in tourism and the rising demand for hospitality services, there is a significant scarcity of local residents and graduate students working in this sector. This situation is a critical concern that requires attention from the local government, academic institutions, and tourism management. It is important to investigate why graduate students are facing challenges in entering the hospitality and tourism market in Erbil.

1.3. Research Questions:

- To what extent the relationship between Communication Education and communication skills prepare graduate students to enter the hospitality market In Erbil.

- What is the level of Communication Education and Interpersonal Communication Skills among graduate students in Erbil?

1.4. Research Objectives:

- 1- To study the relationship between Communication Education and communication skills that paves good opportunity to enter the hospitality market.
- 2- To evaluate the relationship between Communication Education and Interpersonal Communication Skills among graduate students in Erbil.

1.5. Scope of Study:

The objective of this study is to identify the factors contributing to the limited presence of graduate students in the job market in Erbil. Every year, a significant number of students graduate from both public and private universities, equipped with diverse academic qualifications, aiming to enter various sectors, particularly the hospitality industry. However, despite the continuous growth of tourist arrivals in the region, there is a noticeable scarcity of local graduates in this dynamic market.

1.6. Significance of the Study:

This research holds significant importance for the local authorities, particularly the Ministry of Higher Education, academics, and graduate students, as it urges them to carefully examine the underlying causes of high unemployment rates among graduates in Erbil. Additionally, it emphasizes the need to address the shortcomings within the education system in the region and implement appropriate measures to support these graduates in finding employment opportunities in the job market.

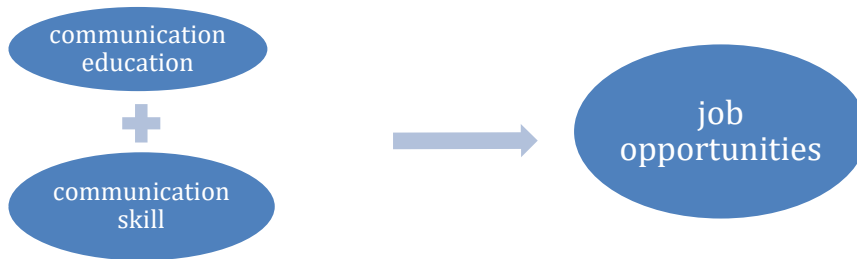
1.7. Hypothesis of Study

Formulating specific hypotheses can be influenced by the type of research, the variables under consideration, and the particular inquiries being explored. The subsequent statements present speculative research hypotheses derived from the research problem and the vital areas of consideration previously described:

Hypothesis (1): There is no relationship between Communication Education and communication skills that paves good opportunities to enter the hospitality market.

Hypothesis (2): There is no relationship between Communication Education and Interpersonal Communication Skills

Conceptual Model:



2.Literature Review:

When ISIS started its war against Iraqi Kurdistan in 2014 many people became unemployed from both private and public sectors, according to Rudaw (2019) half of the workforce is covered by the public sector in fact, the regional youths aged between 16 to 24 stands at 23.9 percent Kurdistan Region Statistics Office (2019).

Also, the Chamber of Commerce and Industry in Sulaymaniyah (2016) claims that the number of graduate students increases each year and the regional government holds their employment and cannot promise any more work for



these graduates. Nevertheless, there is a bright side for these graduate students in the relatively booming hospitality industry and other private sectors in the Region. The nature of hospitality services and products is to favor national and international tourists with a variety of languages, cultures and behaviors, and one of the critical methods needed to integrate into this industry is the communication skills. Here the graduates can find and test their opportunities and the challenges. Tourist services stand out from other sectors of service due to their daily interaction with customers of diverse nationalities, races, religions, and cultures. Consequently, service providers need to expand their knowledge about international service standards and possess the necessary language skills to communicate effectively and professionally with customers. Hospitality encompasses the act of warmly welcoming tourists in a friendly manner that is respectful of their culture and language. In present times, the notion of tourism has become broader and more inclusive (Masa'deh, R 2019). With the appropriate developed skills and good linguistic ability, the graduates can build good customer relationships and overcome the impediments in the hospitality market. Referring to the linguist's ability, one must be able to speak it fluently and comprehend it well. However, in Iraqi Kurdistan, especially among the big portion of the generation who were born after 1990, the English and Arabic languages are not spoken fluently. Ghafar, Z and Mohamedamin, A (2023), believe English is taught and learned in various settings, but the educational approach to language education in the Kurdish region of Iraq does not effectively tackle this issue. The primary causes of these problems are primarily attributed to insufficient training of university lecturers, the classroom setting, the utilized materials, and the predominantly theoretical teaching methods rather than practical ones employed to educate students.

2.1. Communication Skill

In order to investigate the ability of the communication and education skills with the Iraqi employees, Guedenet et al. (2017) wrote a Labor Market report, supported by the American and implemented through the Iraq University Linkages Program, focusing on assessing the labor market situation in the Kurdistan region, Baghdad, and Basra. The study collected detailed information from 548 persons on positions held by expatriate and local staff, identified areas requiring external expertise, and surveyed employers about future collaboration with Iraqi universities. The research aimed to provide valuable data for curriculum development and career services to partner universities, government ministries, and other stakeholders.

The key findings were as followings:

- 1- English language proficiency was identified as the most essential skills needed, surpassing other knowledge or skill areas by more than double the frequency.
- 2- Employers highly prioritize computer skills, but recent graduates often lack sufficient proficiency.
- 3- Soft skills, especially critical thinking and problem-solving, were frequently mentioned as lacking in recent graduates.

Today, eight years after the labor market report, (43.9% of youth people in the Region are employed, Rudaw research center) a considerable number of graduate students enter the job market in Erbil-Iraq with the goal of securing decent employment and further sustaining their livelihoods.

However, it is evident that local graduates are still not adequately represented in the upper positions within established private companies in the region, particularly in sectors such as oil, technology, and hospitality. Instead, many of these higher-level positions are filled by expatriates. As a result, a significant portion of these graduates find themselves working in lower-paying jobs or positions that do not align with their qualifications or many others have no



access to the workplace at all. The labor market report reveals a significant deficiency in both hard and soft skills among graduates, which is identified as a major barrier to their entry into the job market across the entire country.

According to Karl L. and Barnum, C. (2000), the perception of communication skills solely limited to conversations between two individuals however the authors expand the scope of this term to encompass various workplace contexts such as formal project discussions, including client meetings, employment interviews, or sales visits. Lolli, J (2013) studied the interpersonal communication and considered this skill as a ground for successful leaders in the service industry, the author believes up to 80% of hospitality managers daily dedicate their time to interpersonal communication. This communication primarily involves interacting with guests, back-office staff, and department managers as well. It is noteworthy that managers are fully engaged in practicing communication on a daily basis specifically with their associates to direct and motivating employees, providing instructions, and even sometimes lecturing disciplinary matters. However, when employees fail to communicate effectively, it can result in negative consequences including it spreads a toxic environment at the work-place. In this sense, the communication skills considered the most important tool to satisfy and understand customers' need especially for those who work at front line. The minimal misunderstanding of customers' request can cause dissatisfactions and further lacks in their loyalties.

In a study conducted by Robles (2012), the significance of soft skills in the contemporary workplace was examined. The author defines soft skills as interpersonal qualities exhibited by employees and provides several examples highlighting soft skill importance in ensuring customer satisfaction. Furthermore, numerous scholars concur that communication skills, in a broader sense, encompass staff members who are socially adaptable, well-versed in social norms, capable of displaying warmth in interpersonal interactions, and respond promptly to customer needs and concerns. Consequently, employers



cannot simply place new candidates at the forefront of customer service without providing them with proper training and familiarizing them with company policies.

2.2. Communication Education

Sherwyn et al. (2008) believes that a vital element for the future success of students, both personally and professionally, is effective communication education. The authors point to several articles, reports, and investigations that underscore the importance of a robust educational focus in shaping students' careers and interpersonal skills. This includes fostering responsibility as active participants in society and culture, achieving business success, and enhancing organizational processes and overall organizational life. Considering a hospitality employee especially when dealing with customers it is utmost vital how to select your speech and body language when coming to contact to this segment, because many scholars are witnessing a satisfying talk to a hospitality customer leads to intention to loyalty and return

According to Diloyan (2017), an essential aspect of education is the implementation of an effective communication education program, particularly one that adopts a student-centered pedagogy. This approach is deemed crucial for the development of students' communication skills, encompassing verbal and non-verbal communication, as well as interactions between teachers and students and among students themselves

Currently, in Iraqi Kurdistan, particularly in Erbil, several educational institutions have initiated the adoption of a student-centered pedagogy. While some changes have been noted, showcasing the development of students' skills, it's important to note that the program is still in its early stages, and no students have completed it thus far. As a result, it is premature to evaluate the full impact of this program on students' skills, particularly in terms of their preparedness for the hospitality market.



Baydillah (2021) attributes some students' failures to teachers' inadequate communication skills. The author emphasizes that effective communication skills go beyond listening and speaking, extending to proficiency in reading and writing. According to the author, being highly skilled in all these aspects of communication is essential for a teacher to be effective.

3. Research Methodology

3.1. Research Approach

In this research the researcher adopted descriptive analytical method and utilize a quantitative approach to systematically investigate the impact of communication skills on graduate students in Erbil. The method enables numerical data collection to analyze and derive statistically significant conclusions.

3.2. Sampling Procedure

The research will specifically target graduate university students in Erbil aspiring to pursue careers in the hospitality industry, 112 questionnaires have been delivered however, a sample size of 90 respondents has been deemed appropriate for this study. This selection ensures a dataset that faithfully represents the studied population, utilizing an alumni list to easily access respondent contact details while acknowledging constraints related to time and resources. The focus on graduate university students aims to capture the viewpoints of a diverse demographic, emphasizing individuals who are more likely to be involved in and influenced by communication education. Also, to ensure a diverse representation of participants across various demographics, including age and education levels, the study will utilize a convenience sampling technique. The selection of participants will be based on key demographic information, allowing for a comprehensive investigation into the potential



impact of various factors on the perception and adoption of communication education technology.

3.3. Data Collection:

Data collection has been arranged through adopting tested questions of related research paper. By using the Likert Scale questions, a survey instrument consisted of closed-ended questions designed to evaluate students' level of communication skill and their ability of communication education knowledge to be able to enter the hospitality market.

3.4. Research Instrument and Data Analysis:

The survey will be designed to collect quantitative data, and data analysis will employ statistical tools, including SPSS (Statistical Package for the Social Sciences). Incorporating Likert-scale questions to gauge respondents' levels of agreement or disagreement with specific statements. Additionally, the research will utilize descriptive statistics, correlation analysis, and regression analysis to identify trends, correlations, and significant factors influencing student communication skills.

4. Data Analysis

4.1 Reliability Analysis

The estimated values for the Cronbach's coefficient used (Singh, 2007) to check the measurement's internal consistency are shown in Table 3.1 below. Communication Education, Cronbach's alpha is (0.717), for Communication Skills in Practice, (0.783), Interpersonal communication Skills is (0.816), Assessment of Writing/Oral Communication Skills in Science Degree Program is (0.754) and for all independent variables and dependent variable, it is (0.906). The reliability test for all constructs was passed according to table (3.1), where all α -values were higher than the minimal Cronbach's alpha value advised.

Table 3.1 Reliability of measurements for all variables

Variables	Number of questions	Cronbach's Alpha
Communication Education	3	0.717
Communication Skills in Practice	3	0.783
Interpersonal communication Skills	5	0.816
Assessment of Writing/Oral Communication Skills in Science Degree Program	4	0.754

4.2 Testing Research Hypotheses

4.2.1 Testing First Research Hypothesis:

Table (3.2): Correlation analysis between Communication Education and Communication Skills in Practice

Correlations			
		Communication Education	Communication Skills in Practice
Safety and security	Pearson Correlation	1	0.575**
	Sig. (2-tailed)		0.000
	N	90	90
Tourism Satisfaction	Pearson Correlation	0.575**	
	Sig. (2-tailed)	0.000	
	N	90	90
** Correlation is significant at the 0.01 level (2-tailed).			

The correlation analysis shown in Table (3.2) was used to assess the relationship between Communication Education and Communication Skills in Practice. It was discovered that there is a significant correlation between these two (0.575).

Table (3.3): Model Summary between Communication Education and Communication Skills in Practice

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.575	0.330	0.323	0.768
a. Predictors: (Constant), Communication Skills in Practice				

As observed in table (3.3), if the value of R square is less than six, then more than 65% of the elements have been proven.

Table (3.4): ANOVA between Communication Education and Communication Skills in Practice

ANOVA						
Mode		Sum of Square	df	Mean Square	F	Sig.
1	Regression	25.664	1	25.665	43.349	.000 ^b
	Residual	51.991	88	0.59		
	Total	77.656	89			
a. Dependent Variable: Communication Education						

b. Predictors: (Constant), Communication Skills in Practice

Table (3.4) ANOVA analysis of Communication Education and Communication Skills in Practice. It was found that the value of F (43.349), which is a significant value at a substantial level (0.000), means that there is a strong association between Communication Education and Communication Skills in Practice.

Table (3.5): Simple regression analysis between Communication Education and Communication Skills in Practice

coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std.Error			
1	(Constant)	0.765	0.250		3.064	0.03
	Tourism Satisfaction.	0.616	0.094	0.575	6.591	0.00

a. Dependent Variable: Communication Education

In table (3.5), the relationship between Communication Education and Communication Skills in Practice is shown to be regressive. As observed in the table above, both B and Beta have positive values that are higher than 0.5, indicating a positive and significant relationship between Communication Education and Communication Skills in Practice.

4.2.2 Testing Second Research Hypothesis

Table (3.6): Correlation analysis between Communication Education and Interpersonal Communication Skills

Correlations			
		Communication Education	Interpersonal communication Skills
Communication Education	Pearson Correlation	1	0.167
	Sig. (2-tailed)		0.116
	N	90	90
Interpersonal communication Skills	Pearson Correlation	0.167	1
	Sig. (2-tailed)	0.00	
	N	90	90
** Correlation is significant at the 0.01 level (2-tailed).			

Table (3.6) illustrates correlation analysis to assess the relationship between Communication Education and Interpersonal Communication Skills, and it was discovered that there is no correlation between them (0.167).

Table (3.7): Model Summary between Communication Education and Interpersonal Communication Skills

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	0.128 ^a	0.016	0.005	0.931
b. Predictors: (Constant), Interpersonal Communication Skills				

As it can be seen in table (3.7), the value of R square is less than one this means that less than 16% of factors have been demonstrated.

Table (3.8): ANOVA between Communication Education and Interpersonal Communication Skills

ANOVA						
Mode		Sum of Square	df	Mean Square	F	Sig.
1	Regression	1.276	1	1.276	1.470	0.229 ^b
	Residual	76.380	88	0.868		
	Total	77.656	89			
a. Dependent Variable: Communication Education						
b. Predictors: (Constant), Interpersonal Communication Skills						

The ANOVA study between Communication Education and Interpersonal Communication Skills is shown in table (3.8) It was found that the value of F (1.470), which is showed there is no a significant value at a substantial level (0.229), indicating there is no correlation between Communication Education and Interpersonal Communication Skills

Table (3.9): Simple regression analysis between Communication Education and Interpersonal Communication Skills

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std.Error			
1	(Constant)	2.751	0.367		7.497	0.000
	Communication Education	-0.142	0.117	-0.128	-1.212	0.229

b. Dependent Variable: Communication Education

It is established that there is a regressive relationship between Communication Education and Interpersonal Communication Skills. As can be seen in the table above, B have positive values while and Beta have negative value which is less than 0.5, demonstrating that there is no significant relationship between Communication Education and Interpersonal Communication Skills.

5. Conclusion and Recommendation

The primary findings of this study indicate a significant correlation between Communication Education and Communication Skills. These results underscore the importance of communication skills in the hospitality industry. The study effectively addresses the research question regarding the readiness of graduate students to handle customer needs and sheds light on the connection between Communication Education and Communication Skills in Practice. Furthermore, the ANOVA results demonstrate a noteworthy association between these variables, and the regression analysis confirms a progressive relationship, thereby contradicting the first research hypothesis. This means the first



hypothesis is rejected, and there is a relationship between communication skills and communication education.

Given these outcomes, it is recommended that strong communication skills not only enhance customer service but also contribute to an effective relationship between the job seeker and the hospitality market. This fosters a more efficient and harmonious work environment. However, for the second hypothesis, the ANOVA results demonstrate a notable rejection, confirming no significant relationship between Communication Education and Interpersonal Communication Skills. This means the second hypothesis is accepted. Therefore, according to graduate students as a research population, there is no significant relationship between Communication Education and Interpersonal Communication Skills. The relation between Communication Education and Interpersonal Communication Skills doesn't need to be strong. For instance, Sabancı A, et al. (2016) in their research found a moderate correlation between Communication Education and Interpersonal Communication Skills.

Furthermore, focusing on improving intercultural competence is suggested, as the hospitality industry often involves interactions with individuals from diverse backgrounds. Participation in cultural exchange programs or courses promoting cultural understanding is advised. The study's results emphasize the ongoing importance of these skills, not only for effective customer service but also for establishing robust relationships with colleagues and superiors. Consequently, individuals who continuously work on refining their communication skills gain a competitive advantage in the dynamic field of the hospitality industry.



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Appendix 1:

NO	The Authors	Adopted questions
1	Pramusinta Y and Dewi A (2023). Exploring Communication Skills and Student Learning Outcomes through Student Facilitators and Explaining (SFAE) Learning Model. Jurnal Ilmiah Sekolah Dasar, Volume 7, Number 2, 2023 pp. 293-301	<ol style="list-style-type: none"> 1. Able to express opinions and listen to other people's opinions 2. Mastering the materials used in the presentation 3. Deliver presentation report results directly, systematically, and clearly 4. Able to ask and answer questions 5. Collaborate and work well in groups 6. Clarity of voice during presentation 7. Able to express information and ideas to individuals and groups 8. Paying attention when other people are talking
2	Calfoforo A (2023), Challenges and Soft Skills of Student Interns.. International Journal of Social Science And Human Research. Volume 06 Issue 03 March 2023	of a checklist that pertain to the soft skills of the respondents, namely: collaboration, communication, creativity, critical thinking, leadership, and self-regulation,
3	Lucy D Mercer-Mapstone & Kelly E Matthews (2015): Student perceptions of	1- How IMPORTANT is it to have activities that develop writing/oral communication



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	<p>communication skills in undergraduate science at an Australian research-intensive university, Assessment & Evaluation in Higher Education, DOI: 10.1080/02602938.2015.1084492</p>	<p>skills included in the Science degree programme?</p> <ol style="list-style-type: none">2- Throughout your entire Science degree programme, how often were writing/oral communication skills assessed?3- To what extent were activities to develop writing/ oral communication skills INCLUDED in your Science degree programme?4- As a result of your overall Science degree programme, please indicate the level of IMPROVEMENT you made in writing/oral communication skills?5- Five years after you graduate from your Science undergraduate degree programme, how much do you think you will be using your writing/oral communication skills?6- Thinking about the writing/oral communication skills you have acquired DURING YOUR SCIENCE DEGREE programme, how would you rate yourself?
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توانای په یوهندی و کاریگه‌ری توانا ناوه‌کیه‌کان که ره‌سته‌یه‌کی به‌هیزه بۆ چوونه ناو بازاری کۆمپانیا میوانداریه‌کان

پوخته:

ئامانجی سه‌ره‌کی توپژهر له‌م بابه‌ته‌دا ئه‌وه‌به‌که لیکۆلینه‌وه‌بکات له‌ په‌یوهندی نیوان خویندنی په‌روه‌ده‌ی په‌یوه‌ندی‌کردن و تواناکانی په‌یوه‌ندی‌کردن یان (رووبه‌رووبونه‌وه‌ی به‌کاربه‌ر)، به‌ ئامانجی دابین‌کردنی‌فرسه‌تیک‌ی له‌بار بۆ خویندکارانی ده‌رچووی زانکۆکان که به‌دوای کارپک له‌بازاری میوانداریی له‌هه‌ولێردا ده‌گه‌رپن. زۆرجار، نه‌بوونی توانای په‌یوهندی‌کردن به‌ره‌سه‌تیک بۆ ئه‌م خویندکارانه‌ دروست ده‌کات، ئه‌مه‌ش پێگه‌ری ده‌کات له‌ دۆزینه‌وه‌ی ده‌رفه‌ت بۆ په‌یدا‌کردنی کاری گونجاو له‌ بازاری کاردا. ده‌رئه‌نجام ئه‌مه‌ کاریگه‌ری له‌سه‌ر چوونه‌ ناو بازاری میوانداری هه‌یه.

زانباریاری کۆکراوه له‌ ده‌رچووی ئه‌م دواییه‌ و خویندکارانی ده‌رچووی سالانی پێشو ته‌حه‌ده‌دایه‌ک له‌ نیوان توانای زمانی خویندکاران نیشان ده‌دات له‌ بازاری میوانداریدا. سه‌ره‌پای ئه‌وه‌ش، ئه‌نجامی بابه‌تییانه‌ی دووه‌میش، ئاشکرای ده‌کات که هه‌چ په‌یوه‌ندی‌یه‌کی به‌رچاوی ئامارنایه‌ له‌ نیوان فێرکردنی/ خویندنی په‌یوه‌ندی‌گرتن و کارامه‌یی و تواناکانی په‌یوه‌ندی‌گرتن له‌گه‌ڵ که‌سانی تردا نییه‌.

التواصل الفعّال وقُدْرَاتُ التعاملِ مع الآخرين أدواتٌ قويّةٌ؛ لدخول مجال
(صناعة الضيافة)

الملخص:

في هذا البحث، الهدف الرئيسي للباحث هو، دراسة العلاقة بين تعليم التواصل ومهارات التواصل؛ لتمهيد فرصة جيّدة لطلّاب الدراسات العليا؛ لدخول سوق الضيافة في أربيل. وفي كثير من الأحيان، فإنّ النقص في مهارات التواصل، يعيقهم عن بناء فرصة مناسبة؛ لمواجهة متطلبات السوق، مما يؤثّر بدوره على استعدادهم لدخول سوق الضيافة
عن طريق جمع البيانات من طّلاب الكلية والجامعة الذين تخرّجوا حديثاً، فقد يكشف لنا عن ارتباط ما، بين كفاءة اللغة لدى الطلاب والعوائق التي يواجهونها في الوصول إلى سوق الضيافة. كما أظهرت النتيجة أنّ تعليم التواصل ومهارات التواصل في الممارسة العملية قد أشارت إلى وجود علاقة إيجابية ومعنوية بينهما. أمّا النتيجة الموضوعية الثانية فقد تكشف أنّها لا توجد علاقة ذات دلالة إحصائية بين تعليم التواصل ومهارات التواصل بين الأشخاص.