
Academia Open



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Academia Open

Vol. 11 No. 1 (2026): June
DOI: 10.21070/acopen.11.2026.13836

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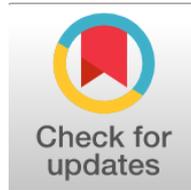
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Academia Open

Vol. 11 No. 1 (2026): June
DOI: 10.21070/acopen.11.2026.13836

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Anthropology of Communication and its Impact on Achieving Organizational Loyalty: An Exploratory Study in a Sample of Travel and Tourism Companies in Baghdad Governorate: Antropologi Komunikasi dan Dampaknya terhadap Pencapaian Loyalitas Organisasi: Studi Eksploratori pada Sampel Perusahaan Pariwisata dan Perjalanan di Provinsi Baghdad

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Abstract

General Background: Communication plays a central role in shaping organizational relationships and cultural interactions within tourism institutions. In service-based sectors such as tourism, communication practices not only transmit information but also construct shared meanings that influence organizational commitment and employee behavior. **Specific Background:** Tourism organizations often face challenges such as high employee turnover and unstable workforce commitment, which are closely associated with the level of organizational loyalty among employees. **Knowledge Gap:** Despite the importance of communication processes, many tourism organizations still rely on traditional administrative approaches while paying limited attention to the anthropological dimensions of communication that shape social interaction and organizational culture. **Aims:** This study examines the role of communication anthropology in explaining organizational loyalty within tourism companies operating in Baghdad. **Results:** Based on a descriptive analytical approach and a field survey of 95 respondents, the findings indicate that communication anthropology dimensions, including cultural structure of meaning, interactive communicative acts, and reproduction of meaning, are statistically associated with higher levels of organizational loyalty among employees. **Novelty:** The study introduces communication anthropology as an analytical framework for understanding loyalty within tourism organizations by emphasizing cultural symbols, interaction patterns, and meaning construction. **Implications:** The findings suggest that tourism administrations should integrate communication-based cultural practices and strengthen semi-formal organizational interaction to support stronger employee commitment and organizational stability.

Keywords: Communication Anthropology, Organizational Loyalty, Tourism Organizations, Cultural Communication, Employee Commitment

Key Findings Highlights

Cultural meaning structures shape employee attachment and belonging in tourism organizations.

Communicative interaction patterns contribute to stronger workplace relationships.

Meaning reproduction processes support stability within tourism work teams.

Academia Open

Vol. 11 No. 1 (2026): June
DOI: 10.21070/acopen.11.2026.13836

Published date: 2026-03-03

Introduction

In a world full of messages and signals, it is not possible to deal with the word and the process of communication as an abstract meaning for the transmission of data, information and ideas, but in this developed space, it constitutes a human act that pulsates with identity, through this process relations are formulated and the bridges of cultural cross-pollination are extended. The anthropology of independent communication represents the independent variable in the current research, on a related level, as working in a sector based on trust and the industry of experimentation, such as tourism, takes behavioral variables to another level of importance, so that they become the main pillar through which the nature of the organization and the reality of its performance are considered, and the most prominent of these variables is the idea of loyalty, which represents a hidden spirit that inhabits the work environment, gives it stability and the ability to continue, and transforms the abstract form of the job into a value and a message, and represents the organizational variable adopted in the research. The research aims to shed light on the nature of communication anthropology and its prevailing nature in Iraqi tourism companies in terms of cultural values, symbols, methods of interaction, and communication patterns in their official and semi-official forms. The study sample consisted of 95 observational cases collected from tourism companies operating within Baghdad, and the research included four topics representing the first. The second topic includes the theoretical framework of the two research variables, and the third topic includes the field aspect, and finally the fourth topic includes the most prominent conclusions, recommendations and suggestions.

Topic I - Methodology

Problem

The tourism sector is often described as suffering from chronic problems that take many facets, most notably the high rate of work turnover and the consequent high costs of recruitment, recruitment and training, which indicates clear problems in the level of organizational loyalty among employees, and most of the time it resorts to addressing these problems from a traditional administrative or motivational perspective, without paying attention to the cultural dimension of communication, which constitutes the essence of daily interaction within the organization, and in an environment such as the Iraqi tourism environment, which is described as unstable due to several economic and social factors and the diversity of formal and informal communication styles, communication anthropology emerges as that analytical approach through which organizational discourse patterns, cultural symbols, and interaction mechanisms can be dismantled that may contribute to the production or weakening of organizational loyalty, but the understanding and adoption of this approach by departments is still weak. Understanding the problems of organizational loyalty within Iraqi tourism companies.

Questions: Drawing upon the previously identified research problem, the present study articulates one overarching question accompanied by a number of subsidiary questions designed to frame the analytical dimensions of the research:

The main question: What is the level of adoption by tourism administrations of communication anthropology approaches in the paths of understanding and consolidating the organizational loyalty of the cadres working in Iraqi tourism companies? Based on the aforementioned problem, the following subsidiary questions can be formulated:

1. To what extent do tourism administrations absorb the contents of communication anthropology and its theoretical and practical foundations?
2. How can the state of organizational loyalty pose a dilemma in the tourism business environment and how can it be reflected through important indicators such as the turnover rate?
3. To what extent do the Iraqi tourism administrations adopt effective communication methods that contribute to building a solid organizational culture that pushes the work teams to stick to the work within the cadres of these departments and consider it an important value rather than a routine performance?

Third: Importance: The importance of the research is determined in a number of points as shown below:

1. The importance of the research is highlighted in the fact that it is an attempt to diagnose the problems of weak organizational loyalty in Iraqi tourism companies by analyzing the mechanisms of participatory work between management and individuals by adopting the anthropology of communication, as an approach that explains the cultural and communication dimension within tourism organization.
2. The importance of the research is demonstrated through the process of clarifying the impact of the communication pattern and the nature of the values and organizational symbols that prevail in the process of shaping individuals' attitudes towards belonging and commitment in the environment of the tourism organization.
3. The importance of research can be seen as an effort that provides practical results that can be adopted in the processes of developing communication practices within the tourism organization with the aim of enhancing loyalty among its members.

Objectives: This study seeks to articulate its primary objectives through a structured examination of key dimensions related to tourism organizations:

1. Shedding light on the nature of communication anthropology and its prevalent nature in Iraqi tourism companies in terms of cultural values, symbols, methods of interaction, and communication patterns in their formal and semi-

formal forms.

2. Indicate the levels of organizational loyalty achieved by employees of Iraqi tourism companies and the extent to which these levels contribute to the stability of work in the tourism companies market.
3. Testing the relationship of influence that communication anthropology performs on the level of loyalty achieved among individuals belonging to tourism companies.
4. Coming up with a set of recommendations accompanied by executive mechanisms that help tourism administrations in the process of effectively employing communication anthropology in promoting belonging and achieving loyalty among the members of the tourism teams.

Fifth: The hypothetical diagram shows in any research the trends of influence taken by the relationships between the independent and dependent variable and their sub-dimensions, As illustrated in Figure (1), the conceptual framework is structured around two principal variables detailed below:

1. The independent variable (communication anthropology) is dimensionality (cultural structure of meaning/interactive communicative act/reproduction of meaning).
2. The adopted variable (organizational loyalty) is represented in the following sub-dimensions that represent strategies to reduce resistance to change and accept the state of organizational change: (Emotional Loyalty / Continuous Loyalty / Moral Loyalty (Duty))

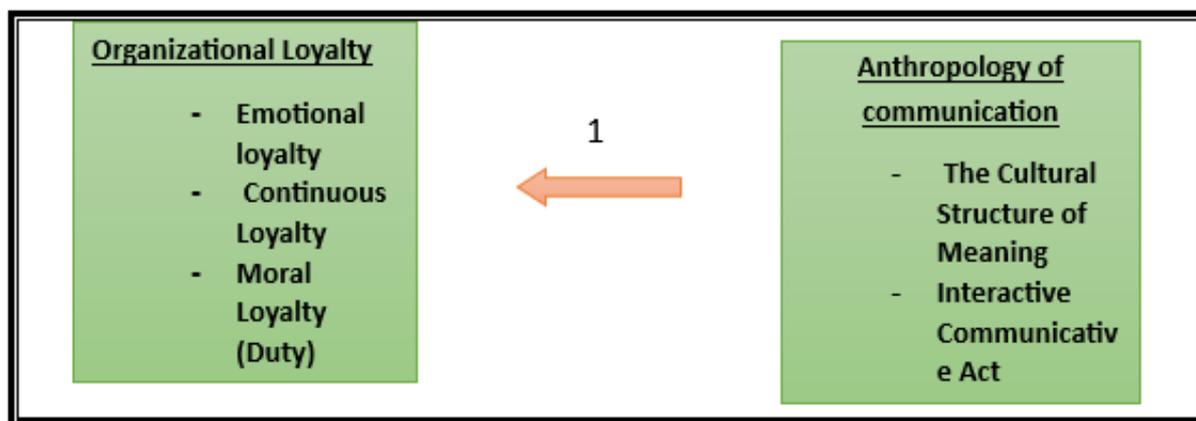


Figure 1. 1 The Effect Relationship of Figure (1) The Hypothetical Scheme of the Research

Source: Figure prepared by the researcher

Sixth: Hypotheses: The part of the hypothesis adopted by any research is considered as a general preconception of the researcher centered on the nature of the relationships that frame the process of interaction between variables and sub-dimensions, and the main and sub-hypotheses of the research can be explained in the following:

1- Main Hypothesis: The study assumes that communication anthropology exerts a statistically significant influence on enhancing organizational loyalty within tourism companies operating in the Iraqi tourism market.

From this principal hypothesis, the following sub-hypotheses are derived:

1-1: The cultural structure of meaning has a significant effect on strengthening organizational loyalty in Iraqi tourism companies.

1-2: The interactive communicative act dimension significantly contributes to increasing organizational loyalty within the tourism sector in Iraq.

1-3: The reproduction of meaning dimension plays a significant role in promoting organizational loyalty among employees in Iraqi tourism companies.

Seventh: The element of the research methodology is only a translation of the path adopted by the researcher in the processes of obtaining data and information and reviewing opinions and facts related to the variables under study, and in this research, the researcher adopted the descriptive-analytical approach as it is the closest to the nature of the variables under study and the field environment under study, and many interested parties believe that this approach is considered the most consistent in the fields of economic and social work, which represents the environment in which the selected tourism companies operate..

Eighth: Sources Data Sources and Data Collection Procedures : The sources and methods adopted in any research are multiple and diverse, and the adoption of any of them depends on the nature of the studied organizations and variables and according to the needs of the researchers, and in this research, the researcher adopted a number of sources, including the

following:

1. **Theoretical Framework:** Here, the researcher has adopted many sources and references related to the two research variables, such as books, theses, dissertations, researches, studies, and periodicals, encompassing both printed references accessible through institutional libraries and digital sources obtained via global electronic databases.
2. **Practical Framework:** In this framework, the researcher has resorted to a number of sources, including:

A. Questionnaire: It was used to collect data and information related to the independent variable (communication anthropology) and the dependent variable (organizational loyalty), as it was designed by referring to the research and studies that treated the variables.

B. Records and Documentation from Sampled Hotels: To enhance methodological rigor, the researcher conducted a systematic examination of institutional records and operational data within the selected hotels. This procedure aimed to verify the formal organizational structures and ensure the reliability and academic integrity of the research process.

C. Field Visits: As part of the data collection process, the researcher conducted on-site visits to several headquarters of tourism companies operating within the Baghdad market in order to obtain direct field insights.

C. Interviews: In order to obtain accurate data and ensure an understanding of the contents of the questionnaire by the sample, the researcher sought to interview a number of the sample members under research and clarify the phrases they contained.

Ninth- Research Limitations: Research Limitations: The research limits are divided into:

1. **Spatial Limitations:** It included the headquarters of a number of tourism companies in the city of Baghdad.
2. **Human Limits:** Represented by the administrative cadres working in a sample of tourism companies.
3. **Temporal limits:** These limits were represented by the period allocated for preparing and conducting the field procedures of the study at the selected research location, which continued throughout October 2025.

Tenth: The statistical methods used in the processes of processing the obtained data have varied in order to translate these data into scientific meanings that can be used to understand the nature of tourism work and the opinions provided that can be adopted in the preparation of conclusions and recommendations.

1. The arithmetic mean is used to calculate the average of the responses of the sample members.
2. Standard deviation is used to measure the degree of dispersion or consistency in respondents' answers relative to the variable's mean value.
3. Coefficient of Variation is one of the measures of dispersion, as it is employed to compare the relative variability between two or more datasets based on their arithmetic means, expressed as a percentage.
4. Percentages are used to identify the proportion of responses related to research variables, calculated by dividing the partial value by the total and multiplying by 100.
5. The statistical test (F - TEST) documents the significance of the linear relationship between the independent variables and the dependent variable, so if the calculated value of F is greater than its tabular counterpart, it documents the existence of a significant effect of the independent variable in the dependent variable, and vice versa, the effect hypothesis is rejected.
6. The coefficient of determination (R^2) is utilized to estimate the proportion of variance in the dependent variable explained by the independent variable.
7. Simple and Multiple Linear Regression Analysis: Indicates the Linear Relationship between Variables
8. Software Package / Microsoft Excel AMOS / SPSS

Eleventh - Questionnaire: The researcher adopted the questionnaire tool, which is prepared by the most prominent and common specialists, and in this part, a number of points related to the questionnaire must be clarified, which are:

1. **Questionnaire Description:** The research tool (questionnaire) included three sections, the first included a number of identifying information for the sample, namely (job location, educational qualification, years of service), while the second section of the questionnaire included the paragraphs related to the variable (communication anthropology), while the third section of the questionnaire was dedicated to the variable (organizational loyalty). A five-point Likert scale was utilized for measurement purposes, with response options scored from (1) to (5). Scores of (1) and (2) indicated varying degrees of disagreement, scores of (4) and (5) reflected levels of agreement, whereas a score of (3) denoted a neutral position.
2. **Building the scale:** The researcher sought to build sobriety and modernity standards by reviewing many research products, as previous scientific experiences were inspired in this construction process, and the table below shows the scientific sources that were adopted in the process of preparing the scales.

Sources	Paragraphs	Subdimensions	Variable Independent t Approved
1-Salazar, 2018 2-Tucker& Akama, 2019. 3-Thurlow& Jaworski, 2020	5	The Cultural Structure of Meaning	Anthropology of communication
	5	Interactive Communicative Act	
	5	Reproducing Meaning	
1-Yao, et al,2018 2-Greggo-Planer,2019	5	Emotional loyalty	Organizational Loyalty
	5	Continuous Loyalty	
	5	Moral Loyalty (Duty)	

Figure 2. Table (1) Composition of the Questionnaire and the Scale Used

Source: Table prepared by the researcher

3. Validity of the Resolution: There are a number of procedures that have been adopted within the methodological standards as models that contribute to the consolidation of the research work and the tool adopted in it, including the Honesty and Consistency Scale, which is one of the tests necessary for the proper construction of the resolution, as it embodies the ability of the paragraphs to measure what is to be actually measured from the variable, and through it determines the validity of the resolution and its validity for the phenomena to be measured related to the research, and these criteria represent an important condition for determining the accuracy of the scale and based on the audit of the obtained results according to Approved criteria, and here the researcher took the following:

A- Apparent Honesty Scale: In this procedure, the researcher presented the questionnaire in its initial form to a group of specialists in the fields of (anthropology, sociology, organizational behavior, and tourism management) with the aim of increasing the ability to measure the research variables in addition to increasing the accuracy of the paragraphs..

B- Measuring the Honesty Using the Consistency Factor: In this part of the research, the researcher conducted this test to verify the reliability of the instrument and ensure the internal consistency of its results, in addition to determining the extent to which the measurement scale is free from random error and capable of producing consistent findings when reapplied under similar conditions across different time periods. Table (2) presents the results of the validity and reliability coefficients for each dimension, namely (Communication Anthropology) and (Organizational Loyalty). The results indicate that the independent variable (Communication Anthropology) achieved a stability coefficient of 0.765 based on 15 items used to measure this construct within the tourism companies included in the research sample, and it recorded a validity coefficient of 0.874. Regarding the dependent variable (Organizational Loyalty), which was also measured using 15 items, the stability and validity coefficients reached 0.855 and 0.924 respectively. At the overall questionnaire level, consisting of 30 items, the stability coefficient was 0.884, while the overall validity coefficient reached 0.940. Furthermore, the researcher applied the split-half reliability method by dividing the questionnaire items into two equal sets: 15 odd-numbered items yielded a coefficient of 0.792, while the 15 even-numbered items produced a coefficient of 0.843. The correlation between the two halves was 0.625, indicating a strong association between both parts of the instrument. In addition, the Spearman-Brown coefficient reached 0.769 and the Guttman split-half coefficient was 0.768. These statistical indicators collectively confirm the robustness of the adopted measurement model and the soundness of the questionnaire design used in this study.

Honesty Factor	Stability Coefficient	Paragraphs	Symbol	Variables/Subdimensions
0.874	0.765	15	X	Anthropology of communication
0.191	0.845	5	X1	The Cultural Structure of Meaning
0.837	0.702	5	X2	Interactive Communicative Act
0.896	0.756	5	X3	Reproducing Meaning
0.924	0.855	15	Y	Organizational Loyalty
0.849	0.721	5	Y1	Emotional loyalty
0.908	0.825	5	Y2	Continuous Loyalty
0.845	0.715	5	Y3	Moral Loyalty (Duty)
0.946	0.895	15		Stability of the even vertebrae
0.975	0.950	15		Stability of individual vertebrae
0.625		Correlation coefficient of the half of the questionnaire		
0.769		Spearman-Brown Lab		
0.768		Gutmann Half-Hash Factories		
0.940	0.884	30		Overall consistency of the resolution

Figure 3. Table (2) Validity and Consistency of Research Dimensions

Source: Developed by the researcher using outputs generated from the statistical analysis software.

XII.Ten: The population and the research sample:

1. **Research Community:** The success of the work in the path of economic and social research is based on a set of considerations that researchers must take into account, the most important of which is the selection of the most appropriate community and the adoption of the best mechanisms to select the sample from within that community, and in this context, the researcher made the decision to choose the community of tourism companies operating in Baghdad to accommodate the process of testing hypotheses, which is a complex and multi-level community , orientations and work spaces, and 15 companies were selected, 105 were distributed. A form of 7 forms for each company, 95 of which were retrieved were subjected to statistical analysis, and it should be noted that most of the companies are characterized by cases of structural irregularity and deviation from the typical administrative mechanisms, which complicated the problem of selecting the companies in which the forms are distributed.
2. **Research Sample Profile:** The attributes of the selected sample are outlined as follows:
 1. **Job Location:** The results of Table 3 below showed that most of the research sample are the ones who occupy the position of division officer with 73% of the total sample members, and they are the most attached to the employees and the closest to understanding and determining the levels of loyalty felt by individuals in companies.
 2. **Academic Qualification:** Through the results of Table 3 below, it is shown that the largest percentage of the research sample are holders of a bachelor's degree with 77.3% of the sample, which is an indicator that enhances the results obtained by considering that the respondents have the intellectual and cognitive ability to understand the variables under research and provide the answers closest to the scientific and field reality.
 3. **Years of service:** The largest percentage of the sample was characterized by good field experience, as the percentage of those with experience between 10 and 20 years reached 68.6% of the sample members, so most of the answers can be trusted as they are derived from individuals who have a lot of work and experience.

Percentage	Repetition	Category	Adjective
5.5%	5	Company Owner/Company Manager	Job Location
21.5%	20	Head of Department	
73%	70	Division Officer	
100%	95	Total	
0	0	Diploma	Educational Qualification
77.3%	74	Bachelor	
7.7%	7	Higher diploma	
11.4%	11	Master	
3.6%	3	PhD	
100%	95	Total	
15.7%	15	Under 10 years old	Years of Experience
68.6%	65	10-20 years	
15.7%	15	20 years and above	
100%	95	Total	

Figure 4. Table (3) Characteristics of the members of the research community

Source: Table prepared by the researcher

Second Topic: The Theoretical Framework of the Research

Anthropology of communication:

1 - Concept:

For those interested in sociology, there are many visions and ideas about any variable, as they emanate from the reality of societal diversity, and thus the definitions set about the anthropology of communication are varied, it has been defined as (the scientific field interested in studying the mechanism of human regulation of communication processes within their cultures, and relying on ethnography methodologies to understand how communicative meanings and patterns arise in daily life) (Horst & Miller, (2016:48), as defined as "a science that targets the processes of analyzing behaviors and patterns of communication that take place between members of societies, within their cultural and social context, based on ethnographic research that links the form of the message and its function in those societies" (Martin, 2020: 64), as defined as) The scientific activity that deals with the study of communication as a sociocultural process includes many vocabulary such as language, practices, values, and beliefs that determine how members of society interact and produce the constructed meaning that is the goal of the communication process (Pang et al, 2024:325).

The researcher believes that the anthropology of communication can be procedurally defined as) that scientific activity concerned with understanding and analyzing the pattern of communication between tourists and local communities as cultural mechanisms, and this active is concerned with deconstructing language, symbols, non-verbal behaviors, and customs and the impact of all of this on building the tourist experience, understanding cultural differences, promoting mutual understanding in the tourism context, as well as focusing on how meaning is produced during the tourist encounter, and is also interested in studying the impact of the The communication process in building the image of the tourist destination and the services provided. (

2. Importance: The points of importance of communication anthropology can be highlighted by the following points:

(Sharma& Gao, 2022:184/Setiawan,2023:188)

By adopting scientific communication anthropology mechanisms, effective communication between different cultures can be enhanced, as it makes it easier for tourism companies to gain a deeper understanding of how tourists from diverse cultural backgrounds interact and to overcome the negative situations that occur as a result of these differences.

By adopting a communication anthropology approach, companies can improve the way they deliver their services in line with divergent cultural values and expectations, enhancing tourist satisfaction and reducing problems caused by information

gaps and misinterpretations.

Ensuring an understanding of the anthropology of communication necessarily means the ability of departments to build tourism marketing strategies with a higher cultural awareness and in a way that provides companies with a deep insight into how to formulate marketing and tourism messages in a way that suits the multiple styles of cultural communication, which ultimately leads to greater marketing effectiveness.

C- As a scientific product of the communication anthropology method, the tourism experience is enhanced by preparing comprehensive tourist destinations for symbols and images that present the tourism product in a neutral manner for all cultures and in a way that achieves the maximum state of satisfaction for tourists, taking into account cases of cultural diversity and difference.

3- Dimensions: The results of scientific research in the social sciences track provided many models and intellectual frameworks that formed the image of communication anthropology, and these products strengthened the cases of association between this concept and various sciences, which gives space for researchers to employ these models, each according to his field, and in the current research, the researcher chose the communicative anthropological model for building the meaning of tourism (ACMTM), which is the model that It starts from interpretive and interactive anthropology, which has developed through the works of Clifford Geertz, Meaning as a Cultural Product, Dell Hymes, Communication as a Social Act, and Erving Goffman: Interaction and Social Representation, and is applied in the tourism sector as a communicative format for producing meaning between asymmetric cultures, and tourism here is not only a service, but a communicative anthropological event whose dimensions can be explained in the following points:

A- The cultural structure of meaning: It is the dimension that is interested in answering the question of (where does meaning come before communication occurs?The pillars of this dimension consist of:

B. Interactive communicative act: This dimension is seen as the core of this model and includes.

C. Reproduction and narration of meaning: This dimension includes the process of interpreting what happens after the interaction, embodied in:

- Values of Cultural Host Communities
- The most important symbolic representations of heritage and identity
- Total preconceptions for tourists
- Interaction between the Pillars of the Production Process of Tourism Services (Tourist, Guide, Worker)
- The sum of the vocabulary of the communication process such as (language, gestures, behaviors)
- Procedures for the process of negotiating meaning during the tourist experience
- The narrative of the tourism experience
- A comprehensive collection of digital and visual ratings
- The structure of tourist memory and what is represented in the media

The researcher believes that the total interaction of the aforementioned dimensions constitutes an important fabric that tourism administrations must understand in depth, which provides a basis for the production of a distinguished tourism service model, for example, a deep understanding of the values of the host communities constitutes the basic material on which any tourism product is based, as many times the cultural material represents itself a tourism product as a subject such as customs, celebrations, occasions and the resulting symbols such as handicrafts, crafts, etc., which transports us to the distance Second, if you understand these data well, an individual such as the guide can accomplish a process of communication that satisfies the questions of tourists and puts the thought of communication in a state of integrated interaction, thus generating a distinct tourism narrative according to which the tourist memory is formed in the dimension of the third model, and therefore understanding all these dimensions is considered as an intellectual and behavioral pillar for any tourism worker if he wants to succeed and have his tools in a way that guarantees success.

Organizational Loyalty :

In the environment of tourism research work, many are preoccupied with variables that are believed to be the basis of chronic problems suffered by organizations working in this environment, foremost of which is the decline in stability indicators within the tourism organization, which is expressed in the high rate of work turnover, high rates of absenteeism, and other problems, which are mainly concerned with the level of organizational loyalty that is available, and therefore it is a matter of concern to many, as it has been defined as (the level of what is). Achieved psychological and behavioral commitment to the organization, which translates in various forms such as reducing departure intentions, motivating high performance, and contributing to volunteer behaviors that support the goals of the tourism organization (77: 2019 (Yeh, as defined as) the set of psychological bonds that are established between the working individuals and the organization so that the employee feels identified with the values, beliefs, and organizational culture. The goals adopted in that organization support the level of quality provided and reduce the rate of work turnover (Hamad & Zaid, 2025:160), also defined as) a situation in which the working individual reaches the level of readiness to perform positive behaviors within the organization that exceed contractual requirements, commitment to formal roles, and maintaining a high level of performance that supports the achievement of general goals (Badreeddine & Slimani, 2025:120).

The researcher believes that organizational loyalty can be procedurally defined as (the emotional state generated by individuals working in tourism organizations, which pushes them to adopt behaviors, carry out actions outside of what is

originally assigned to them, work to achieve the strategic goals set at the level of the organization, and provide a distinguished tourism service).

2- Importance: which can be expressed in the points below

(Karatepe & Karadas, 2015:50/ Ogbeide & Isokpan,2021:50)

A. By enhancing organizational loyalty, the expenses of recruitment and frequent training are reduced due to the low turnover rate and individuals sticking to their jobs for longer periods.

B. Organizational loyalty enhances the reputation of companies through the keenness of the individual who feels loyalty to reflect a positive image of the organization and the functions it performs.

C. Organizational loyalty facilitates the development and improvement of the operating departments by reducing the level of resistance to change that most companies suffer from.

C- Organizational loyalty supports the level of innovation achieved in companies, as an individual driven by a high level of loyalty has the greatest ability to absorb and apply modern mechanisms and find innovative solutions to complex problems.

3- Dimensions : The research work in the field of behavioral variables shows great interest by many researchers, and the result of this interest is shown through the diversity of sources produced by the efforts of those researchers , so the researcher resorted to adopting the model that is closest to the tourism industry and the most circulated, which is a model that depends on the theoretical construction of both (Meyer & Allen). which has been applied by many in the services and tourism sector, and organizational loyalty is interpreted as a behavior arising from employees' commitment to the organization, and according to this model, the dimensions of organizational loyalty are shown in the points below (Yao, et al, 2018:48 / Grego-Planer, 2019:28)

A- Emotional loyalty: It is the dimension that is concerned with expressing the emotional attachment between the individual and the organization and his desire to stay because the organization represents something important to him, which involves a sense of pride in being a member of this organization, and this dimension is considered the most influential in promoting loyalty behaviors and behaviors that are described as positive towards the organization.

B- Continuous loyalty: In this dimension, the individual's stay in the organization is seen as a result of the high cost of leaving it, as limited alternative opportunities, financial or social advantages of survival are better, and it is a dimension or explanation that is not concerned with emotional attachment, but reflects a decision based on rationality and rationality in choosing to stay.

C. Moral loyalty/duty: This is the dimension that relates to considering the individual's stay in the organization as a moral obligation towards it, in the sense that he must stay because this is the right choice and this decision is linked to ethical and legal standards.

The researcher believes that understanding the organizational loyalty model in its multiple dimensions gives the management a wide and diverse mechanism for dealing with the discourse that takes place with the individuals belonging to it, for example, that dialogue according to the idea of the high cost of leaving and that what is offered to him within the organization is more than what is offered in others, and the available opportunities are limited and with a lower horizon if compared to the reality of the organization, which is a rational discourse that pushes the individual to reason before choosing the decision to leave the organization. In general, understanding the nature of organizational loyalty and in various dimensions means arming the management with an important intellectual base that enables it to manage the human resource in a way that ensures the continuation of work teams with a wide margin of stability and job harmony, which is reflected in the form of the distinguished performance provided by everyone.

Third Topic: The Field Aspect

I. Diagnosis and analysis of the results of research variables

The current position of the research is dedicated to presenting the statistical indicators to describe and diagnose the two research variables (communication anthropology / organizational loyalty) in the companies of the research sample, as the researcher adopted the measures or indicators (arithmetic mean, standard deviation, and coefficient of difference) for each of the paragraphs of the questionnaire, as they were compared with the hypothetical mean of the research (3), which is the medium adopted according to the scale of the resolution (Likert gradients). quite), which is calculated by dividing the sum of the 15 gradients by the number of gradients 5, then the comparison is made between the calculated mean and the hypothetical median, if the calculated mean is higher than the hypothetical median, it means the availability, adoption, practice, and interest of the sample in the paragraph, the dimension, and the main variable, and Table 4 shows this:

I don't totally agree	I don't agree	Neutral	I agree	I totally agree
1-1.80	1.81-2.60	2.61-3.40	3.41-4.20	4.21-5
Very weak	Weak	moderate	High	Very high

Figure 5. Table 4 Interpretation of arithmetic medians compared to Likert scores

Source: Table prepared by the researcher based on the results of the statistical program

Results of the Descriptive Statistics of the Interpretive Variable (Anthropology of Communication)

Table No. 5 below presents the set of values of the descriptive statistics for the independent variable of communication anthropology, as these values show the availability of the variable and by the consensus of the research community with the convergence and homogeneity of the answers regarding availability through the value of the relative difference coefficient 13, the value of the standard deviation of 0.474 and the value of the arithmetic mean of 3.55, and through the same table and regarding the sub-dimensions of the variable, it came first after reproducing the meaning and with an arithmetic mean value of 3.59 The value of the difference coefficient reached 16.2, which is an indicator of the nature of tourism work based on building the tourist memory according to the experience of the pattern that was practiced, as well as building the overall tourism narrative of the trip made by the tourist, which is a distinctive feature of the tourism activity over time, so that there is a type of literature called (travel literature) based on the re-publication of the tourist narrative, while it came in the last rank after the cultural structure of meaning through the values it achieved, represented by the arithmetic mean of 3.50. The standard deviation of 0.628, which is an indicator that requires attention by the tourism administrations, as the decline in interest in the value structure of the Iraqi society hosting the tourism activity and the lack of marketing of symbolic representations of the Iraqi heritage and identity as a tourism product in itself, with the rise in tourism indicators returning to the roots in the Iraqi reality after the repeated waves of alienation and the limited tourism programs prepared in this direction, is a worrying indicator about the thinking of the tourism department.

Dimension order based on coefficient of difference	Divergence coefficient	Deviation value Standardized	The middle Arithmetic	Variable Dimension
3	%18	0.628	3.50	The Cultural Structure of Meaning
2	%16.4	0.564	3.57	Interactive Communicative Act
1	%16.2	0.588	3.59	Reproducing Meaning
	%13	0.474	3.55	Anthropology of communication

Figure 6. Table (5) Results of the Descriptive Analysis of the Independent Variable Communication Anthropology

Source: Table prepared by the researcher based on the results of the statistical program

2. The results of the descriptive statistics of the respondent variable organizational loyalty

Table No. 6 below includes the matrix of values that present a statistical description of the adopted variable, organizational loyalty and its dimensions, as the values of the arithmetic mean of the variable in total reached 3.49 and with a coefficient of difference of 15, which indicates the availability of the variable in the tourism companies in the research sample, and regarding the sub-dimensions, emotional loyalty came first through the value of the arithmetic mean of 3.58 and the standard deviation of 0.487, which is an index. Consistent with the nature of the prevailing organizational culture in the Iraqi reality, in which the indicators of emotional judgment are high and the informal organizational spaces based on emotional dimensions, group bonds, friendship and familiarity within the various organizations, including tourism, came after continuous loyalty in the last rank with an arithmetic mean of 3.33 and a standard deviation of 0.750 It is an indicator that means a decrease in the margin of judgment based on economically calculated considerations and the decision to stay or leave is not based on the profit and loss calculation or based on the calculation of the cost of alternative opportunities.

Figure 7. Table (6) Results of the Descriptive Analysis of the Approved Variable of Organizational Loyalty

Source: Table prepared by the researcher based on the results of the statistical program

As for the order of the dimensions presented in Table 7 below, it is shown that the anthropology of communication, which is the independent variable, came first with a mean value of 3.55 and a value of a coefficient of difference of 13, while organizational loyalty, which is the dependent variable, came second with a mean value of 3.49 and a standard deviation value of 0.513.

Figure 8. Table (7) The Order of the Independent and Approved Research Variables

Source: Table prepared by the researcher based on the results of the statistical program

Testing of main and subsidiary research hypotheses

In this part of the research, the researcher adopted the simple and multiple linear regression test as a procedure in the process of testing the main and sub-hypotheses of the research, as follows:

A. Testing the subhypotheses

1. There is a significant impact relationship for the dimension of the cultural structure of meaning in raising the level of organizational loyalty achieved in tourism companies operating in the Iraqi tourism market.

The results of the statistical test showed that the value of the effect parameter is 0.356 and equal to the marginal slope β at the level of significance 0.001 and the value of the critical ratio is 3.571, which is greater than its scheduled value of 1.96 at the level of significance 0.05, which means that if the tourism administrations pay attention to the dimension of the cultural structure of the meaning by one unit, the level of organizational loyalty will increase by 35.6%, which proves the hypothesis

Figure 9. Table (8) The Effect of the Cultural Structure Dimension of Meaning on Organizational Loyalty

Source: Table prepared by the researcher based on the results of the statistical program

1-2- There is a significant impact relationship for the dimension of the interactive communicative act in raising the level of organizational loyalty achieved in tourism companies operating in the Iraqi tourism market.

From the results of Table 9, the value of the impact parameter was 0.560, which is equal to the marginal slope of β at the level of significance and the value of the critical ratio of 6.235, which is greater than its scheduled value of 1.96 at the level of significance 0.05, which means that the interest of the management of tourism companies is far from The interactive communicative act within the approach of communication anthropology by one unit leads to an increase in the level of organizational loyalty achieved among the members of the tourism organization by 56%, based on the acceptance of the second sub-hypothesis.

Figure 10. Table (9) The Effect of Interactive Communicative Verb Dimension on Raising the Level of Organizational Loyalty

Source: Table prepared by the researcher based on the results of the statistical program

1-3- There is a significant impact relationship for the dimension of reproducing meaning in raising the level of organizational loyalty achieved in tourism companies operating in the Iraqi tourism market.

It is shown by looking at Table 10 below, the value of the effect parameter 0.411, which is equal to the marginal slope of β , appears at the level of significance 0.000, which is less than the level of significance 5%, and the value of the critical ratio is 4.651, which is greater than its scheduled value of 1.96 at the level of significance of 0.05. This indicates that the interest of the tourism companies' administrations in the dimension of reproducing the meaning by one unit will lead to an increase in the achieved organizational loyalty by 41%, and therefore the third sub-hypothesis is accepted.

Figure 11. Table 10 Effect after reproducing meaning in organizational loyalty

Source: Table prepared by the researcher based on the results of the statistical program

B. Testing the main research hypothesis

1- The first main hypothesis: There is a significant impact relationship of communication anthropology in raising the level of organizational loyalty achieved in tourism companies operating in the Iraqi tourism market.

The results included in Table 11 showed the value of the impact parameter of 0.686, the marginal slope β at the level of significance and the value of the critical ratio of 6.557, which shows that if the management of tourism companies is interested in understanding and adopting the approach of the anthropology of communication with one unit, this means a high level of organizational loyalty achieved among the cadres working in the research sample companies by 86.6%. This indicates that the dimensions of the independent variable together are more convergent in their effect on raising the level of organizational loyalty than their effect alone, and from all of the above, the main research hypothesis is accepted.

Figure 12. Table (11) The Impact of Communication Anthropology on Organizational Loyalty

Source: Table prepared by the researcher based on the results of the statistical program

Through the researcher's resort to multiple regression test to clarify the effect of the dimensions of communication anthropology collectively on organizational loyalty, she observed from the results of Table (12) that the highest impact value in the tested model of the interactive communicative action dimension was 44.6, so the beta value of the effect was 0.446 and at a significant level and with a critical ratio value of 3.981, which is greater than its tabular value of 1.96 at the level of significance 0.05. As for the two independent dimensions (the cultural structure of meaning / the reproduction of meaning) their effect did not have a significant impact on achieving organizational loyalty, the level of significance of the impact of the cultural structure of meaning was 0.247, which is greater than the significance level of 0.000, and the value of the critical ratio was 1.157, which is less than its tabular value of 1.96, while the significance of the dimension of reproduction of meaning was 0.055. It is greater than the significance level of 0.05, while the critical ratio of the test was 1.915, which is less than its value of 1.96.

Figure 13. Table (12) The Multiple Impact of Communication Anthropology Dimensions on Organizational Loyalty

Source: Table prepared by the researcher based on the results of the statistical program

Fourth Topic : Conclusions, Recommendations and Suggestions

Conclusions

1. Through the results of the field study, a state of decline in interest in the value structure of the Iraqi society hosting tourism activity and the lack of marketing of symbolic representations of Iraqi heritage and identity as a tourism product in itself, especially with the rise in indicators of tourism returning to its roots in the Iraqi reality after repeated waves of alienation.
2. The field study showed a rise in indicators of emotional judgment and the predominance of informal organizing spaces based on emotional dimensions, group bonds, friendship and familiarity within various organizations, including tourism.
3. Through the results of the field side of the research, it was found that the margin of building the decisions to stay or leave tourism organizations decreased on economically calculated considerations, or based on the calculation of the

cost of alternative opportunities.

4. The field study proved the validity of the main and sub-research hypotheses.

Recommendations and proposals

A. Recommendations:

1. It is necessary for the tourism departments working to move towards understanding and adopting advanced practical approaches in the world of tourism research, and at the forefront of these approaches is the anthropology of communication because of its practical and applied role in understanding the dimensions of the communication process, which is the main engine for the production and consumption of tourism services in all its aspects (company - employee - guide - tourist).
2. Working towards expanding the spaces of semi-formal organization in companies and adopting them in the field of strengthening relations between individuals and departments, through the bonds that bind individuals within these organizations, the level of organizational loyalty achieved increases.
3. The need to build and prepare tourism messages based on the Iraqi value stock and its promise to be a stand-alone tourism product, which is characterized by richness and historical depth that strikes deep into the roots of history.
4. Adopting training mechanisms through partnerships with research and academic institutions in order to provide tourism teams with important skills and knowledge that highlight modern tourism concepts such as communication anthropology, and employing these training mechanisms as programs that contribute to deepening organizational loyalty in the hearts of work teams at the same time.

B. Proposals: These are the following points:

1. The Anthropological Impact of Communication on Building the Tourism Marketing Message
2. The Anthropological Impact of Communication on Raising the Level of Efficiency of the Tour Guide
3. The Impact of the Golden Behavior of Tourism Leadership on Achieving Organizational Loyalty

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