

# Accounting Disclosure for the Social Responsibility of Activities and its Impact on the Level of Employees' Performance in Tourism Companies

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This study aimed to determine the extent of the application of social responsibility accounting in tourism companies in Iraq, identifying the extent to which these companies' departments are aware of the concept of social responsibility, and the areas of application of responsibility accountability. To achieve the goals of the study, a questionnaire was designed and distributed by hand to the managers and their assistants. The results of the study indicate that tourism companies' departments are aware of the concept of social responsibility, and they apply social responsibility accounting to varying degrees. Meanwhile, the field of environmental protection was poorly implemented. The research also presented a set of recommendations to enhance the application of liability accounting in tourism companies.

**Key words:** *Accounting disclosure, Social responsibility, Employee performance.*

## Introduction

Today, economic organisations face a major challenge as they work in a complex, rapidly changing environment, economically, politically, socially, and technically. Moreover, with an increased awareness among society, it has become unacceptable to stand at the economic goals of the organisation, without achieving social goals. Undertaking business using the economic resources of the community, necessitates the necessity of the organisation's contribution to bear its social responsibilities, and assess its social performance independently of its social performance. Furthermore, maximising profits is no longer the only goal of economic organisations, but rather, it exceeds the commitment to implement their social responsibilities towards the society in which they operate. This has led to the emergence of the so-called,

accountability for social responsibility, which is used as a tool to assess the social performance of these organisations.

The tremendous development in both the administrative and accounting sciences has led to the emergence of many modern concepts in the current business environment, which have been called upon to adapt it because of their obvious impact upon these organisations, and investments. One of the most important of these concepts, was the concept of social responsibility, in its various activities, which showed that the organisations — including within the tourism industry — are responsible to the working environment. This has led many of the owners of accounting thought to study the expected impact of the application of this concept in the tourism industry. Therefore, a reflection of the application of social responsibility in the social path, and through the various activities of tourism, occurs to enhance the efforts undertaken towards achieving general goals. Thus, the problem of this study is to show the impact of this accounting disclosure of social responsibility and its activities, especially upon the performance of workers in the tourism industry, during the five-year period between 2013–2017.

### **Literature Review**

The study of Ratanajongkol, Howard, and Mary (2006) was conducted in Thailand, and aimed to identify the nature of the report on the social responsibility of Thai companies, and study the practices of corporate social responsibility during the five years from 1997 to 2001. To achieve the target of the study, it was applied to a sample of 40 Thai companies. It concluded that there was a development in the reporting, and disclosure of social responsibility among Thai companies, and that the focus of corporate social responsibility was primarily on human resources among the five areas.

The study of Branco and Rodrigues (2006) aimed to determine the extent to which Portuguese tourism disclosed social responsibility on their websites between 2004, and 2005, and compare it with the disclosure of social responsibility from the annual reports published for 2003, and 2004. To achieve the objectives of the study, a sample of 12 tourism companies was selected from Portuguese tourism. The study found that the nature of social information has a role in determining the means of disclosure; the disclosure of environmental programs or human resources which are in the annual reports is often included for the interest of investors, while the disclosure regarding customers, products, and society is on the websites of electronic companies. It also found that large tourism companies pay more attention to the disclosure of social responsibility.

Another study showed (Mirfazli, 2008) the level of disclosure of chemical industrial companies listed on the Indonesian stock exchange within the areas of social responsibility in the

published annual reports. The study revealed that the areas of social responsibility disclosed by the companies were numerous and in varying proportions, with the highest rate of disclosure being 6.51 per cent in the field of workers, and which was followed by the customer area at 4.19 per cent, and the areas of environment, and society, respectively at 14.3 per cent, and 14.7 per cent.

The study of Inoue and Lee (2011) aimed to show the effects of the different dimensions of Corporate Social Responsible (CSR) on the financial performance of tourism companies in the United States of America. The research classified social responsibility into five activities on the basis of voluntary activities: social responsibility and its relationship with staff; product quality; social responsibility and its relationship between community members; environmental responsibility; and diversity issues, and studying how each activity will effect on the financial performance of the study community, which is the tourism sector. The sample of the study was comprised of tourism companies, tourist clubs, hotels, and restaurants. This study used the method of content analysis, through the analysis of the annual reports of the sample of the study. The study was based on the descriptive method, and financial analysis, so the researchers used a set of financial, and statistical analysis tools. The study reached several conclusions, the most important of which was finding among the studied companies, a different impact of the dimensions of social responsibility upon the financial performance, which was positive on the parts of profitability, and continuity. Furthermore, there was an uneven effect in the short term on the future profitability of companies, and reaching a statement of activities of social responsibility that will improve the financial performance of their companies.

The study by Lipunga (2013) aimed to demonstrate CSR in the annual reports of commercial tourism in Malawi. It addressed the ways to improve social responsibility in the future, and the transparency of tourism in offering accounting disclosure of the social responsibility, and its practices. This is represented by ethical responsibility, and responsibility towards customers, and responsibility towards employees, human resources, and the environment. The study community was comprised of tourism businesses operating in Malawi. To achieve this purpose, the questionnaire was distributed to the sample of the study, and the descriptive analytical approach was adopted in order to produce the results of this study. The study found that there is a high degree of disclosure of social responsibility in the annual reports issued by commercial tourism. Furthermore, also discovering that tourism businesses have focused on the activities, and practices of both ethical responsibility, and responsibility towards customers in a high degree, as disclosure of social responsibility towards human resources, and the environment has been low.

The study by Khasharmeh and Desoky (2013) aimed to evaluate the levels of electronic disclosure within the listed companies in the financial markets of the Gulf Cooperation Council. In addition, to show the impact of some of the activities of social responsibility on

companies by explaining the variation in the level of disclosure of social responsibility among the sample of the study, which was 163 listed companies. This study relied on the method of content analysis to reach its results, where a list designed of paragraphs, and a special indicator was used to measure and evaluate the social responsibility in these companies by looking at the activities represented in the environment, employees, community, and product improvement. The results of the study concluded that there is a high positive impact on the disclosure of social responsibility towards the community, and less of an impact upon the disclosure of social responsibility for environmental activities, employees, and products.

The study of Andrikopoulos et al. (2014) aimed to indicate the factors that determine the practices of social responsibility which are represented by the size, and profitability of a company. To achieve the objective of the study, the researchers conducted an analysis of the content of the financial reports, which were published electronically. A proposed index consisting of 22 items was designed to measure the degree of social disclosure. The study population consisted of the financial institutions listed on the Euronext European Exchange, and the sample of the study included 93 financial institutions. The most important results of this study were that large companies with high financial capabilities are characterised by a high degree of social disclosure.

The aim of Li Sun and Robert's (2015) study was to conduct an empirical examination of the employees working in companies, and by applying the social responsibility approach, determine if they are more or less productive. After the results emerged, it was found that there is a positive relationship between CSR, and employee performance, suggesting that employees in companies with higher social responsibility generate a better operational performance than their peers in companies with less social responsibility.

This study of Hughey and Sulkowski (2016) aimed to determine whether the disclosure of information, and the availability of more data about the company was related to having a better reputation for social responsibility or better performance of social responsibility. The sample of the study consisted of 45 international energy companies. These companies are the first to adopt sustainability reports, and have the ability to create a wide reputation, either good or very bad. The study also aimed to identify leaders who are interested in social responsibility, and those who fail to perform corporate social responsibility. The study found that there is an important positive relationship between increasing the available information about companies in the global oil and gas industry and achieving a better social reputation. It also found that the leaders who seek to improve the company's reputation through attention to social responsibility, are the oldest and largest, meanwhile, the laggards were the newest and youngest.

## **Theoretical Framework**

In this study, we will discuss the activities of social responsibility, and the impact of accounting disclosure upon the level of performance of employees in the tourism industry.

### ***The Concept of Social Responsibility***

Social responsibility has many definitions that vary according to the sciences of administration science, economics, law science, and sociology. Holmes Sundra defined it as an obligation on business organisations towards the community in which they work by contributing to a wide range of social activities, such as fighting poverty, improving health services, combating pollution, creating job opportunities, solving the problem of housing, transportation, and so on. It was defined by the World Business Council for Sustainable Development as a continuing commitment by business companies to act ethically, and contribute to economic development, and work to improve the quality of the living conditions of the labour force, their families, and the local community and society at large (Mohammed, Flayyih, Mohammed, & Abbood, 2019).

In addition, the French observatory defined social responsibility as “recruiting all the energies of the institution to contribute positively along with all public actors in sustainable development, and by integrating economic, social and environmental dimensions into their activities, so that they are compatible with the goals of sustainable development”. It is clear from this definition that socially responsible institutions must integrate social and environmental dimensions into their activities, as well as economic dimensions (Mohammed, 2017).

The concept of social responsibility transcends the boundaries of philanthropy. It extends to a broader, and deeper meaning to achieve economic, and social development through the establishment of principles that urge attention to employment, society, and the surrounding environment through the development of legislation, and the enactment of laws in the field of corporate social responsibility, and the work to implement them (Mohammed, 2017).

Social responsibility should ensure that the community is involved in the organisation's decisions by creating an active, and friendly environment which looks at public issues, such as human rights and dignity, product safety and service effectiveness, and poverty alleviation, helping to eliminate crisis and societal problems, and supporting economic growth in communities (Rindova et al., 2005).

The researchers believe that social responsibility is a bridge in which all sectors cooperate to serve the community and the advancement of society, and enable its members to be active members and producers to contribute to the achievement of positive results for all sectors and

return many benefits to the society, in general. Community service has achieved an advanced place, and a prominent position in the priorities of global tourism. It must be achieved in the commercial tourism of Iraq, as well, and largely because of their importance in supporting and sponsoring social and charitable services to support the community and strengthen their activity.

### ***Dimensions of Social Responsibility***

There are five dimensions of social responsibility (Tamimi & Flayyih, 2017; Chaarlas & Noorunnisha, 2012):

- a) *Economic dimension*: does not refer to profit, as an aspect of business, but refers to commitment to ethical practices within institutions, such as corporate governance, prevention of bribery and corruption, protection of consumer rights, and ethical investment.
- b) *Social dimension*: dictates that the institution should contribute to the welfare of the society in which it operates, and improve and care for the affairs of its employees, which positively reflects on increasing their productivity, developing their technical abilities, and providing job and professional security, and healthcare. The social dimension includes both employment practices, fair labour, and contribution to the local community.
- c) *Environmental dimension*: is the institution's duty to cover the environmental impacts of its operations and products of the institute, eliminate emissions and waste, maximise efficiency and productivity from available resources, and reduce practices that may adversely affect the enjoyment of these resources by the country, and future generations. Therefore, organisations must work with workers to achieve their social goals in a concrete, and effective manner, and also include the disclosure of what organisations are encouraging, and urging employees to volunteer and provide charity towards in the community through the social programs which are dedicated to them. These programs should be reflected in their periodic reports, and publications. In regard to their responsibility towards society, companies must minimise the negative impact of their activities on society, and they must take their environmental responsibility to society.
- d) *Liability to creditors and owners*: companies must report the true state of their status in the company's financial, and non-financial records.
- e) *Responsibility to the Government*: companies must operate within the aforementioned laws, and support government policies to ensure their quality.

### ***The Concept of Accounting Disclosure***

In 1974, in the United States of America, Congress passed legislation requiring commercial tourism to comply with the terms and conditions of the disclosure of the regulations and

legislations issue by the Stock Exchange Commission. Thus, the scope of disclosure has expanded in terms of:

- a. Inclusion of the disclosure of information, which until then, was prohibited by the administrations of tourism.
- b. Transform the disclosure objective from protecting the interests of depositors to protecting the interests of other categories of shareholders, lenders, and investors.

Consequently, the concept of appropriate disclosure has emerged. However, the problem has arisen that what is appropriate for one side, may be inappropriate for another side.

Appropriate disclosure is defined as disclosure that expresses all the necessary information provided, and that such information is not misleading, and does not affect the efficiency of information in financial reports (Flayyih, 2016).

Moreover, several definitions can be given for disclosure. According to IFRS7, it is “Disclosure of information about the importance of the financial instruments of the establishment, the nature and extent of risks arising from these financial instruments, in terms of type and quantity, where specific disclosures are required in respect of the transferred financial assets and a number of other matters”. Furthermore, it is defined as a presentation of important information to investors, creditors, and other beneficiaries, and in a manner that allows for the prediction of an entity's ability to make profits in the future, and its ability to pay liabilities.

The disclosure also lies in the need to clarify the significant accounting policies, and accounting rules and principles which are applied in the preparation of the final accounts. This serves in addition to the reference to important financial events, which the authors of the financial statements must include for the users of these statements.

The view of the researchers, disclosure is the increasing intense competition between commercial tourism in Iraq. Especially, in recent times, as a result of openness, and technology, and facilitating the matters of investors, which has led to the intensity of competition among investors to obtain precedence in investment, and thus, facilitate and encourage competition between them. Therefore, the tourism industry decided to increase the clarity, and size of disclosure in the appropriate lists to make more appropriate, and timely decisions.

### ***Accounting Disclosure of Social Responsibility Activities***

The accounting disclosure of social responsibility activities is a process whereby all costs are disclosed by the organisation to provide social responsibility in its various activities. Disclosure

should address each area separately and be included in the respective lists and notes in a clear and transparent manner.

### ***Methods of Disclosure of Social Responsibility Information in the Financial Statements***

The methods of the disclosure of information related to the social activity of the unit were encouraged by organisations, associations, and accountants, who recognise that the current financial statements are not sufficient to disclose social performance. Therefore, it has recommended the encouragement of the inclusion of such financial statements in the published financial statements. Three trends in the method of disclosure of social responsibility information should be distinguished, as follows (Mhaibes, 2018):

- a. Preparing descriptive reports that include an explanation of the social contributions of the unit, and the resulting effects of social damages, and benefits. These reports depend on the efficiency of the report maker.
- b. Reports that disclose social costs, and disclosure in this type of report is determined by social costs only. One of the features of these reports is the disclosure of the size of burdens incurred by the unit for carrying out these activities.
- c. Reports that disclose social costs and benefits. These reports provide readers with quantitative indicators of the costs and benefits resulting from the social impact of the unit, and these reports are more common.

There are also other methods. For example, the preparation of a statement of social impact, in which the social benefits with social costs should reach the net surplus or social deficit or also preparing the account of the settlement of social exchanges and transactions or the preparation of the calculation of profit and loss rate of the social performance. Alternatively, we may prepare a budget list for the social financial centre of the unit, showing the assets and liabilities of the economic, and social activities.

### ***The Importance of Social Responsibility in Commercial Tourism***

Since the emergence of a strong trend in capitalist societies after the Second World War — which calls for the need for the commitment of the organisation to the society in which it operates — several studies and research have emerged, aimed at clarifying the importance of attention to the social role played by the organisation through its commitment to social responsibility towards society. As the commercial tourism of economic organisations are of a financial nature, it has a share of this interest.

The 2008 financial crisis has played a major role in drawing the attention of the tourism sector to the social responsibility of organisations, as well as increasing confidence, transparency, and

responsibility. The social responsibility of organisations in tourism includes stakeholders, shareholders, borrowers and depositors, managers, employees, and legal and legislative systems and regulations. This is a key feature that distinguishes the tourism sector from the rest of the sectors. These are the many aspects of the comprehensiveness of social responsibility in tourism, which on the one hand, leads to a lot of information and complexity, and on the other hand, requires a more rigorous regulation in order to stabilise the tourism sector. Thus, since the tourism sector is different from other sectors, the CSR practices are also different. The focus is in the field of tourism lending on investment operations, and asset management, as well as combating bribery, financial corruption, and money laundering, which are one of the core activities of social responsibility in the tourism sector (Matute-Vallejo, Bravo & Pina, 2011).

In the researchers' opinion, it is essential that the tourism industry takes into consideration the commitment of all practical programs to serve the society's economic, education, health, and social needs to contribute to various social issues. This will lead to the achievement of many different benefits, including achieving its goals in survival, and continuity, such as effectively establishing a good reputation, profit, and success in its work. Moreover, improving the services provided for customers, the environment, and employees, and achieving their wishes and aspirations, which may reflect positively on the prosperity of the tourism industry and reach its desired goals.

The most important initiatives that the tourism should consider and take into consideration are education, health, charitable, and developmental contributions.

As for education, when granting scholarships to study in public or private universities in the field of tourism or any specialisation related to the field of tourism, we believe in the pivotal role of this sector in building the society. Thus, supporting the outstanding and superior energies of them, and providing them with prizes, especially from poor families or those with cancer. In addition to providing support to national efforts to reduce unemployment rates through the employment of education outputs.

As for the health aspect, it must be among the priorities of the social activities of the tourism industry to provide support for them through the provision of treatment at half price or for free, in addition to instalment fees or to ensure the payment of operations is done by providing health insurance for them.

As for the charitable, and developmental contributions, it is best for the tourism industry in the social responsibility field. In achieving the sustainable development, it is best for the tourism industry to support many activities that develop the capabilities of employees by reducing unemployment in the community, in addition to providing insurance services, such as life

insurance or taking interest-free loans or nominal interest, and other services; the organisation of external, and internal trips with the family; and taking their views and suggestions to improve the tourism services, and develop work procedures. Thus, this reflects positively on the work environment, and leads to motivate employees for achievement and excellence, as well as honouring all employees, and their participation in many events. For example, during the month of Ramadan, holding group breakfasts for employees or honouring employees who have been serving the tourism industry for 15 years or honouring employees who have obtained academic, and professional certificates.

The tourism industry's social responsibility initiatives come in support of the various voluntary, service, and governmental institutions, as well as the tourism itself, enabling it to provide a variety of services to all segments of the society.

### ***Requirements for the Success of Commercial Tourism in the Performance of their Social Responsibility***

To assume their social responsibility, the success of commercial tourism requires several key factors, which must be prepared and regulated before embarking on this approach. The most important of which are (Di Bella & Al-Fayoumi, 2016; Sahbat, Khashea, & Hammood, 2018):

- a. The necessity of believing in the issue of social responsibility towards the society. There is a conviction and certainty by each official, starting from the stakeholders, through to their executive directors, and ending with the employees, about the importance of this role. This is something that tourism does not prefer over their society, but are proud of it, and consider it a duty.
- b. The tourism industry should define a clear vision towards the social role that they want to adopt, the main issue that they will work to contribute to address, and the initiative that they will present to the society, instead of criticising and complaining about the negatives.
- c. This activity becomes a major part of the activities of the tourism industry which are to be monitored by the Central Tourism. They should be drawn up with the plans to be achieved, as well as payouts schemes, and other commercial activities.
- d. One of the biggest obstacles facing commercial tourism businesses wishing to launch social responsibility programs is their desire to launch through large and huge projects with high numbers. There is no harm to position these objectives in the long run, but for such programs to be launched, the starting point must be through small and limited goals, which grow larger over time to achieve the big projects, and programs.
- e. Be careful not to announce the social programs only after the launch of the social programs. Many of the social programs that are announced do not continue due to the

inability of those responsible to implement it as advertised, and this may contribute in the future suspension of the program.

## **Methodology**

The study community included 24 operational tourism businesses in Iraq during 2018, and the employees were selected from five tourism to complete the research sample. One hundred questionnaires were distributed, and at a rate of 20 questionnaires per tourism. The final number of questionnaires recovered was 64 forms.

## **Results**

### ***Analyse the Results of the Statistical Description and Hypotheses Test***

This section is devoted to the practical side, which will present the results of the analysis of the descriptive statistics of the research variables, and discuss their results. Furthermore, it will also test the hypotheses of the research, according to the output of two statistical programs used for this purpose: Excel 2010, and SPSS version 24. Therefore, this part of the research was divided into two paragraphs. The first, specific to the results of the descriptive statistics. Meanwhile, the second concerns a discussion of the results of the test hypotheses.

### ***Descriptive Statistics Results***

The descriptive statistics tools for the variables of this research were divided between the measures of the central tendency, as represented by the arithmetic mean, and the dispersion measures, which were represented by standard deviation, and the dispersion or difference coefficient.

The task was to determine the relative importance of the paragraphs, which measures the extent of the harmony or consensus of the sample on the paragraph. Through this, obtaining the results of the analysis of the independent variable, which is the disclosure of social responsibility, and then the adopted variable that embodies the performance of the workers, respectively.

In doing so, the results of the analysis will be presented to the independent variable of the disclosure of social responsibility, and hence, the adopted variable that reflects the performance of employees, respectively.

### *Disclosure of Social Responsibility*

Table 1 presents the results of the statistical description of the variable of social responsibility disclosure, which was achieved by the fourth paragraph: ‘The tourism discloses the number of workers who helped them in solving their social problems to eliminate unemployment and poverty’.

The highest arithmetic mean of 3.85, and the lowest standard deviation of 0.773, with a coefficient of difference of 0.200, is the lowest among the other paragraphs. Therefore, the first relative importance, in contrast, is the twelfth paragraph: ‘The tourism discloses its obligations in the social insurance of workers’, which was ranked last among the rest of the paragraphs with an average of 2.75. This is the lowest among the other paragraphs of this variable, and with a standard deviation of 1.112, these values led to an increase in the value of the coefficient of difference to 0.404 of that paragraph. Meanwhile, the rest of the paragraphs of this variable on the relative importance ranged between these two levels, depending on the values of the coefficient of difference.

**Table 1:** Results of Descriptive Statistics of the SR Variable

S/N	Descriptive statistics Items	Arithmetic mean	Standard deviation	Difference coefficient	Relative importance
1	The tourism discloses its services to employees, especially competitive services with other tourism.	3.76	0.868	0.230	3
2	The tourism discloses its information to employees in an honest and safe way.	3.28	1.214	0.370	9
3	The tourism is committed to applying the legislation, plans, and directives issued by the Government on disclosure.	3.62	1.061	0.292	6
4	The tourism discloses the number of workers who helped them solve their social problems to eliminate unemployment and poverty.	3.85	0.773	0.200	1
5	The tourism discloses the number of employees who have been rehabilitated, trained, and supported.	3.65	0.946	0.258	5

6	The tourism discloses the amount of its assistance to the general sectors of sports, youth, health, and assistance, etc.	3.85	0.852	0.220	2
7	The tourism discloses the activities and development programs it sponsors in support of small projects.	3.78	0.916	0.242	4
8	The tourism discloses the paid amounts to train, develop, and motivate employees to develop their own self-development.	3.20	0.994	0.310	7
9	The tourism discloses the paid amounts in the recreational activities of the employees of travel, tourism, and others.	2.96	1.038	0.349	8
10	The tourism discloses the support of anti-drug programs, and activities promoting national belonging, and others.	2.90	1.164	2.90	11
11	The tourism is obliged to disclose its participation in health insurance.	2.78	1.046	0.376	10
12	The tourism is obliged to disclose its participation in social insurance for employees.	2.75	1.112	0.404	12
	The overall average of the variable	3.36	0.575	0.170	

### ***Performance of Employees***

As shown in Table 2, the results of the analysis of the statistical description for the presentation of the results of the performance of the workers variable, and from the arithmetic mean value of the sample answers, ranged between the upper limit of 3.71, in the twelfth paragraph: ‘The work done in the tourism requires qualified staff and not everyone can do it’, with a standard deviation of 0.881. It is the lowest among the other paragraphs of this variable, with a dispersion coefficient of 0.237, which made it first in terms of the relative importance. Meanwhile, the minimum arithmetic mean of 2.53, and a standard deviation of 1.167, in paragraph ten: ‘In order for the tourism to reach pre-set targets, more hours are available than usual’, reflects the fact that the coefficient of difference of 0.461, is the highest and relatively

significant, and is the twelfth in its sequence compared to the rest of the variable paragraphs. Wherein, the results of the descriptive census varied, swinging between these two paragraphs. This takes into account the underlying differences between them, and at the level of the descriptive statistics tools used in this analysis.

**Table 2:** Results of descriptive statistics for the performance of the employees variable

S/N	Descriptive statistics Items	Arithmetic mean	Standard deviation	Difference coefficient	Relative importance
1	The tourism's administration is outsourcing, specialised in the process of developing the skills and expertise of employees, and continuously raising their performance.	2.21	0.950	0.428	11
2	There is a system of rewards and incentives by the tourism to encourage employees to raise the level of performance.	2.81	1.152	0.409	10
3	Information technology contributes to increasing the accuracy of the performance of tourism employees.	2.75	1.112	0.404	9
4	Ensure that the tourism's overall objectives are achieved when performing duties.	2.93	1.037	0.353	7
5	All the job duties of the tourism's employees are completed on time.	3.37	1.133	0.335	6
6	The use of modern technologies helps to improve the performance of the tourism's employees.	3.34	0.995	0.297	2
7	Compare what has been accomplished with the plans and programs already prepared in the tourism.	3.03	1.112	0.366	8
8	Getting incentives and rewards contributes to the enhanced performance of tasks.	3.17	1.016	0.320	5

9	Developments in the tourism develop a sense of hope for the future and achieve functional satisfaction with the level of performance.	3.37	1.015	0.300	4
10	In order for the tourism to reach pre-set targets, more hours are available than usual.	2.53	1.167	0.461	12
11	There is a high level of awareness of the losses that the tourism will incur, if the employees do not perform their duties properly.	3.23	0.971	0.300	3
12	The work done at the tourism requires qualified staff, and not everyone can do it.	3.71	0.881	0.237	1
	The overall average of the variable	3.04	0.543	0.178	

Before initiating the testing procedures of the research hypotheses, we must ascertain the suitability of the data for the sample answers for the linear regression models. This is completed by testing the natural distribution of them, as a main requirement, and according to what is presented in Table 3, which shows the results of the natural distribution for the studied variables, according to the Kolmogorov-Smirnov test.

**Table 3:** Results of the natural distribution testing of variables

Kolmogorov-Smirnov			Variables
Test significance	Significant value	Test Statistics	
Insignificant	0.200*	0.060	Disclosure of social responsibility
Insignificant	0.200*	0.075	Employees performance

### Hypotheses Testing

The hypotheses of this research were tested by using a simple regression model. It was reduced in the study of the hypothesis of correlation, and the hypothesis of the direct effect of the variable of disclosure of social responsibility, as an independent (explanatory) variable, and the performance of workers as a dependent (explanatory) variable, which corresponds to the hypotheses of this research.

### *Testing the first hypothesis*

The coefficient of the linear correlation between the disclosure of social responsibility and the performance of workers recorded a strong and positive linear correlation of 0.745. This expresses the form of the positive correlation between the studied variables statistically, and the level of full indication ( $P=0.00$ ). As for the related Beta coefficient, which confirms the direction of the relationship between the two mentioned variables, it amounted to 70.3 per cent, which means that any expected change of one unit in the disclosure variable will enhance the performance of the tourism's employees by the amount of the Beta coefficient.

**Table 4:** Results of the test hypotheses of correlation

Response variable (approved)	Correlation coefficient	Regression coefficient	Test Statistic	Significant	Test result
Response variable (approved)	Employees Performance				
Disclosure of social responsibility	Regression coefficient	Selection coefficient	Test Statistic	Significant Value	Test result
The dimensions of the interpretive variable (independent)	$\beta$	$R^2$	F	P	
Disclosure of social responsibility	0.703	0.555	77.353	0.000	Significant

### *Testing the Second Hypothesis*

The results of the testing of the second hypothesis, as presented in Table 5, show the significant effect of the disclosure variable in the performance of the workers, and at a complete statistical level ( $P=0.000$ ), confirming the expected causal relationship between them. Therefore, the significance of the interpretation coefficient ( $R^2$ ) amounted to 0.555. In other words, 55.5 per cent of the performance of the employees of the studied tourism is due to disclosure. The remaining selection or interpretation ratio is 44.5 per cent, which is due to other factors that were not included in the model of this test.

**Table 5:** Results of the impact hypotheses test

Response variable (approved)	Correlation coefficient	Regression coefficient	Test Statistic	Significant	Test result
Response variable (approved)	Employees Performance				
Disclosure of social responsibility	Regression coefficient	Selection Coefficient	Test Statistic F	Significant Value P	Test result
The dimensions of the interpretive variable (independent)	$\beta$	R2			
Disclosure of social responsibility	0.703	0.74	8.795	0.000	Significant

## Conclusions

Based on the results, and after examining the reality of the disclosure of social responsibility within the tourism industry, the following conclusions were reached:

1. Eagerness to develop plans for social responsibility initiatives of education, and health, and charitable, and development contributions that serve the whole community.
2. Conduct an ongoing assessment of the level of social responsibility disclosure to encourage tourism to comply with all their terms, and to publish the results of the evaluation in the media. This has an impact on encouraging tourism to take care of social responsibility, which benefits their reputation in the market, and in the context of the fierce competition among them.
3. The need to issue standards and legislation by the Central Tourism to measure the commitment to social responsibilities within the tourism industry, which clearly reflects their societal performance for all parties.
4. Encourage all tourism businesses in Iraq to issue social responsibility reports independently, increasing the level of disclosure and transparency, and to ensure that the activities of these tourism companies do not conflict with the objectives of society and culture. This should be undertaken in an effort to achieve the concept of sustainable development, and the sustainability of the resources of society for future generations.
5. Urge the holding of media awareness workshops, which are aimed at members of the community regarding the concept of social responsibility that the private sector bears, including commercial tourism, towards the environment, and society.
6. Call for future studies on the impact of social responsibility disclosure in tourism on other variables, such as growth in loans, increased customer loyalty, and their deposits.

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