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The effect of Innovation spirit on the performance of service providers

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Abstract

The aim of this paper was to examine the impact of using Emirati methods with their axes, information technology and national innovation strategy on the creativity in the provision of services to tourism agencies from the point of view of the administrators on the quality of the services after applying these methods used from the point of view of the customers the study adopts a descriptive analytical approach and the study was conducted by a group of travel agencies in the Emirates and these agencies were randomly selected perfectly by the exchange and the research sample consisted of agency administrators and their number reached 100 respondents who were from a small sample were selected according to the type of respondents, and the second sample There were also 100 customers, equal to the number of administrators, and two questionnaires were prepared to collect the research data, the first for the administration and the second targeted at customers At travel agencies, it is oh What the our paper found from the results of the existence of the effect of the Information Technology application when providing the service with government tourism agencies from the point of view of administrators on the Performance Excellence of services after the application of those methods from the customers' point of view and the existence of the impact of the application of the National Innovation Strategy when providing the service with government tourism agencies from the point of view of administrators on Performance excellence of services after applying these methods from the customer's requirements.

Key words: applying, innovative, Emirati, quality, services, clients.

Introduction

Throughout recent years, various countries of the world have started to pay more attention to innovation as the basis for development, as they have started to develop national frameworks and strategies for innovation (Prime Minister's Office web site, 2015), and that the UAE has made innovation and creativity an added value that has weight in the national economy and in society as a whole. As innovation is no

longer an option, it is a necessity for countries, societies and peoples seeking to consolidate their position on the economic map of the world and strengthen their competitiveness. Therefore, the UAE has put innovation as one of the main axes of its vision 2021, so the UAE government must increase interest in investment in research and development, because research and development is the most important component of the national innovation strategy, by increasing investments in all major sectors of advanced technology (Mohammed and Al Hashemi, 2016), and tourism is not a recent phenomenon as it is as old as man, and it has witnessed developments over time, these developments have been accompanied by the development of life, its methods and systems, as well as the recent technological development has expanded its scope, multiplicity and increasing its importance, using means and methods Enabled it to produce and provide new tourism services and develop constantly, these methods and means provided by research and development activities (Al-Saeed,2018) and there are many risks involved in the innovation strategy and this is why it is necessary to explore the rapid changes in information technology. The main problem is the impact of information technology on the UAE government's innovation strategy. Another fundamental problem supported for research is that the adoption of rapid innovation in "information technology" is also necessary for the development of the United Arab Emirates. The government attaches credible importance to the new development and includes the rapid change of federal and local government in the United Arab Emirates. On the other hand, individuals are also facilitated by the government's portal, which is one of the most prominent outcomes of the innovation strategy. There are some important ways that individuals face because of the rapid progress in information technology. It reduces the full usability of innovation by citizens and based on the problem of the study, the researcher has put several questions as follows:

1. What are the Emirati methods for creativity when providing service with government tourism agencies from the point of view of administrators in tourism agencies?

2. What is the quality of services after applying the Emirati methods of creativity to clients who deal with government tourism agencies from their point of view?

3. Is there an impact of the application of Emirati methods for creativity when providing service to government tourism agencies from the point of view of administrators on the quality of services after applying those methods from the viewpoint of customers?

The aim and objectives of the study:

The importance of the study consists of two main parts as follows:

1. Theoretical importance: it will help researchers to use it as a reference and a previous study, while later studies will come, as this will allow researchers and specialists in the field to seek the theoretical side of it and understand the study mechanisms from each side.

2. Applied importance: The practical importance of the study lies in that it will assist the officials in the tourism field in developing strategies to improve the ways of creativity and innovation in the tourism field according to the needs of tourists and create an atmosphere of tourism luxury for them.

Literature review and problem statement:

Every government has a clear strategy about the innovation that must be incorporated in the government function as this strategy also simplify to understand the need for innovation, the enhancement of new information technology has impacted the innovation strategy of the government. Some of the essential obstacles are also happened based on the integration of new information technology. These obstacles are directly related to the fast increase in the population. It is very important for the government to facilitate each citizen (Pukiene, 2016).The enhancement of the information technology is also evident all over the world. Governments are making new strategies to develop the information technology to enhance the innovation strategy. The government of UAE is also a very concern with the development of the state that is why they are keen to incorporate the information technology in a different perspective of the government. The national innovation strategy of UAE has been developed in 2014, by Sheikh Mohammad. The target of this strategy is also depended on incorporating the information technology in a government operation to enhance its capability (Delgado, 2016).

UAE government is very involved with the inclusion of the innovation strategy that has been made in due to the vision of UAE. To implement the innovation strategy government of UAE have taken many steps and encourage the “development of the information technology” in the state. The innovation strategy of the UAE government is basically concentrated on the facilitation of the UAE population to develop the whole functions of the government. It is also reflected from the exploration that information theology development in UAE is the positive impact of the innovation strategy hence it is also supposed that both of these expected are highly interrelated (Bukhari, 2015), The need for change in methods of administrative work became more important, especially at the beginning of the new millennium, and the accelerated development has an impact on local and international health institutions, as well as the rapid development of technology, the global population structure, and a continuous focus on quality and flexibility. In

producing the commodity and providing the best service to the consumer, all these reasons emphasize the need for change (Al-Otaibi, 2010), and management of any kind, on the basis of directing human efforts within the organization, while emphasizing the importance of the human element and its activities as one of its elements; for the organization and its goals and objectives through Clear vision and message. In this context, it was emphasized that management is a human organization, not a mechanical organization, as some pioneers of the scientific management movement imagined (Assaf and Sarayrah, 2011).

The information technology can be utilized for the capital planning, inventory management, accounting and financial operation as payroll systems. In these days, many of the government have their own website which has been providing the e-services to the people to develop the whole credibility of the functionality of the services (Bukhari, 2015) these websites are very facilitative for the residents and visitors to accomplish their determined needs. So the role of Information technology and new innovations has not been discounted to develop the functionality of whole government as it also raise the credibility of the services that are not possible without the incorporation of the IT services. Information technology is becoming an integral component of the government. This role is continuously expanding as it also accomplishes many of the needs of the government. The information technology is very important to lead the daily operation of the government as it also gives encouragement to the IT infrastructure which is applied by the government with the rapid pace (Prime Minister's Office web site, 2015).

Quality has recently occupied the first priority in the interest of management leaders, and it has become one of the most important issues in any organization seeking to raise the level of performance and achieve success in the service provided by raising the efficiency of its employees and quality of the product provided by (Zowelef, N.D.). TQM is one of the most important waves that have attracted the great attention of practicing managers and academic researchers as one of the prevailing and desirable managerial styles of the current period. The concept of total quality management is a modern philosophy based on a number of concepts of modern management that have been combined with basic management tools and specialized technical skills for improving the level of performance, improvement and continuous development (Abu Al-Rish, 2014), The literary review consists of two main aspects, namely the creative Emirates roads and the quality of services, especially in the tourism aspect. The following are detailed:

A. Innovation Strategy

The innovation strategy of UAE government has covered some of the essential areas which must be enhanced to acquire steady economic and

social growth. It is evident from the investigation on the national innovation strategy of UAE is that it must concentrate on the culture on to the innovation as it must be embedded among the individuals, government operations as to the local and global business. There are some of the essential parts which are dedicated to the priority sector to enhance the innovations (Rahman et al., 2015).

B. UAE National Innovation Strategy

The need for innovation is considered the basis of the social and economic developments of the states these days; the government is very concentrated on the development of "national innovation and strategies". The identification of the innovation is also been changed in the recent time. It is considered "the ambition of individuals, private institutions, and governments to obtain development by creating creative ideas and presenting new products, services, and operations that enhance the whole quality of life". "Innovation" is considered to be the source to the economic growth as increasing competitiveness in government operation and it also simplifies in the creation of the jobs as well (Rodriguez-Pose, 2015).

Since the development of UAE has been started in 1971, it also creates a distinguished icon for the new developments in the region which basically concentrated on the innovation and creativity. That ultimately causes increasing the status as the social and economic growth. It also increases the principles of talent and business as well. The government of UAE firmly trusts that innovation is the key to success in future that is why the leadership of AUE is concentrating on the development of the innovation. The importance of the innovation can be specified by the vision 2021 which is stated as "Innovation, research, science, and technology will form the pillars of a knowledge-based, highly productive and competitive economy, leaded by entrepreneurs in a business-friendly environment where private and public sectors form effective partnerships (Teece, 2016).

The inclusion of innovation in the government operations in UAE has a lead among the top ranks in the world. It is evident from the performance of UAE government that it stands firs among the Middle East and the North African region as stands at 36th number among the 143 countries internationally with respect to the innovation excellence. The investment of the UAE on the innovation is estimated as AED 14 billion every year (UAE ministry of economy, 2018).

C. Innovation capability

Innovation capability refers to the ability to make basic enhancements and modifications of real technologies and to make new technologies, requirements and knowledge to apply them to the changing environment. The notion of chance has become one of central methods in the field of entrepreneurship. There are two or three perspectives on

chances are discussed widely; the existing chances are realized, discovered or made in social processes. In the recent literature, the discovery and exploitation view is related to the writings of Shane while the creation views in social operations. The discovery perspective can be following the Austrian economic tradition who in the 1970s presented the notion of alert discovery of arbitrage chances. Innovation definition also involves the connection between innovation and business chance. He has described that innovation is the particular method for entrepreneurs to use change as a chance for a different business or a different service. Systematic innovation means monitoring 7 sources for innovative chances: the unexpected appearance, the conflict, innovation depended on process requirement; changes in industry structure or market structure, demographics; changes in perception, mood and meaning, and new knowledge, both scientific and non-scientific (Zhang, 2016). The first 4 come from into the company and three last outside the company or industry. The relations between these 7 areas are often unclear and overlapping. An entrepreneurial chance contains a set of ideas, beliefs and actions that enable the creation of future goods and services in the absence of current markets for them. A framework for entrepreneurial chance targeting depended on exploration and exploitation of profitable chances. Individual-chance framework on entrepreneurship and updated their previous work with more recent contributions. Recently, there have been more interests and discussions about the creative point of entrepreneurial chances (Prime Minister's Office web site, 2015).

The term of 3 views for entrepreneurial chance: the market as an allocated operation, a discovery operation, and a creative operation. The allocated view is depended on chance recognition: if both sources of supply and demand exist, the chance for bringing them together has to be realized, and then the match-up between supply and demand has to be enhanced either through an existing or a new company. Franchising is a typical model of the allocated operation. The discovery view is depended on discovery of chance: if only one of the two exists, then the nonexistent part has to be discovered before the match-up can be enhanced (Oduro-marfo & Oduro-marfo, 2015). Applications of new high technology solutions are examples of the discovery view; the supply exists, so the demand has to be discovered. If supply and demand exists in an obvious manner, one or both have to be established. Here a creative view is required for opportunity creation. The creative view often involves many economic inventions in marketing and financing, sometimes it needs the creation of new markets. Contemporary economics sees chances as existing 'out there' waiting to be found, but people should make chances together depended on creative innovation process paradigm. This does not mean that the outside world doesn't exist. In this view, economic and social life and chances are produced

through the connections between people, institutions, material objects and language (Hameed et al., 2016).

D. The five pillars of innovation capabilities:

1. Accessing: It means the ability to relate and connect to international networks of knowledge and innovation. States vary in their capacity to access knowledge, expertise and qualifications for the development of particular products and services upon which local value creation is dependent national access capacity is acquired through private and public investment in connectivity infrastructure and legal frameworks that simplify knowledge transfer by trade and investment. These investments into fostering accessibility, particularly cross-border connectivity, result in an economic performance that indicates robust international activities as trade, foreign investment, and integration in international value chains, and hosting branches of companies with world networks.

2. Anchoring: It means the ability to define and domesticate external knowledge sources. States may be strong in accessing required knowledge, technology and qualifications from overseas, but show weaknesses in attracting and retaining such resources. Conversely, some countries may be lacking in their international outreach but compensate for it by putting in place incentives to attract and retain a constant flow of knowledge resources. Such incentives differ from bureaucratic procedures that simplify business development to government regulation and policy. Anchoring incentives involve a reduction in the time needed to start a business, the efficiency of government agencies in implementing policies that allow and support private sector development, and legal protection for investors. These are supposed to translate into a strong performance in acquiring and domesticating outside knowledge resources as foreign direct investment (FDI), qualified migrant labor and knowledge clustering.

3. Diffusion: It refers to the collective capability of a place to apply and assimilate new innovations, practices and technologies and spread them in the economy. States may have a strong ability to access and anchor knowledge, technology, qualifications and expertise from external sources, yet fail to publicize them widely.

4. Creation: It indicates to the ability to create new knowledge. There is a public perception of a strong and direct relation between knowledge creation and value creation. The perception of the existence of a direct connection between knowledge creation and value creation is well enshrined in public policy circles. These belief findings in investments in factors as R&D, university research and training, as in strong intellectual property (IP) policies

5. Exploitation: It refers to the ability to mobilize and exploit new knowledge for social and commercial objectives. Economies cannot

benefit from new knowledge and innovation produced internationally, and run the risk of losing talent, firms, and investors' and ideas to other locations that are better equipped to take advantage of them. Exploitation capacity is enhanced by the availability of venture capital, equity markets, and government support and high-quality training institutions. Such elements lead to increased value-added in the economy and will eventually translate into higher living standards.

E. Creativity in the tourism sector:

Specialists in the tourism issue in all countries of the world seek to find or rehabilitate distinctive tourist attractions that tempt the tourists to the extent of compelling to take a decision to travel to them, to entertain and learn about the cultures of peoples and several civilizations, each of which has its distinctive characteristics, as the countries spend big money and effort to activate the tourist places in them And make them attractive areas influencing the tourist demand. This directly affects national income and creates jobs in the tourism sector and other economic sectors.

The tourism industry has branched out, branched out, and entered into most areas of daily life. It can also be denied that information technology (IT) has invaded all public life facilities, including tourism, as tourism has for many years been declared as being less affected by technological developments, as it is a service industry that is more close to the human element than to the machine.

The matter did not stop there, but rather it transgressed him to enter the tourist into the virtual world, which he can transfer from his original homeland to remote tourist places that he could not imagine on the day of its arrival, and to transfer it over the thousands of years that were free or to sail in the world of the future, Realizing the real transfer of the soul and the body together by feeling a sense of pleasure and psychological comfort, using the latest techniques of modern science.

The hypotheses of the study:

The study relied on a basic hypothesis, and is it: There is no statistically significant effect at the level of 0.05 for the application of Emirati methods of creativity when providing service to government tourism agencies from the administrators 'point of view on the quality of services after applying those methods from the customers' point of view.

This hypothesis is divided into two parts:

H1: There is no statistically significant effect at the significance level of 0.05 for the application of Information Technology when providing service in government tourism agencies from the administrators 'point

of view on the quality of services after applying these methods from the clients' point of view.

H2: There is no statistically significant effect at the significance level of 0.05 for the application of the National Innovation Strategy when providing service in government tourism agencies from the administrators 'point of view on the quality of services after applying these methods from the clients' point of view.

Materials and methods:

The study followed the descriptive analytical approach, and the research was conducted by a group of tourism agencies in the Emirates, and those agencies were randomly chosen through the ideal bag, and the study sample consisted of the administrators of the tourist agencies and their number reached 100 respondents who were chosen by the restricted sample according to the nature of the respondents and the other sample of Clients also numbered 100 equally with the number of administrators, The study instrument consisted of two questionnaires and to collect study data two questionnaires were prepared, the first for administrators and the second directed to clients with tourist agencies, After reaching form for the questionnaire to the final image of the field data collection personal interview with respondents in the village of study, during the month of September 2019 AD, and after data collection has been discharged and tabulated and analyzed statistically using the most important program SPSS statistical methods coefficient of simple correlation of Pearson, Alpha Cronbach coefficient, Mean, Standard deviation , Multiple regression Step Wise.

Results

Table (1) Validity of the scale for each dimension of using the Emirati methods for creativity by administrators in government tourism agencies

The dimension	Variable	Correlations
Information Technology	Physical Supplies	0.972**
	Human supplies	0.979**
	Software supplies	0.954**
	Communication supplies	0.924**
National Innovation Strategy	Management innovation	0.969**
	Technical innovation	0.896**
	Additional innovation	0.962**
**. Correlation is significant at the 0.01 level (2-tailed).		

Table 1 show that all the dimensions of the study are statistically significant at 0.01 with the total overall cycling of the scale which shows the sincerity of the scale.

Table (2) The scale validates each customer's opinion in creative ways

Variable	Correlations
Creativity at the service level	0.965**
Creativity at the pricing level	0.958**
Creativity at the level of recreation	0.907**
administration creativity	0.941**
Operational creativity	0.975**
**. Correlation is significant at the 0.01 level (2-tailed).	

Table 2 shows that all the dimensions of the study are statistically significant at 0.01 with the total overall cycling of the scale which shows the sincerity of the scale.

After identifying the truthfulness of the study, the researcher had to identify the stability of the scale in order for the researcher to complete his collection of data. The study reached in table (3) and (4) with regard to the stability of the scale as follows:

Table (3): The scale is stable for each dimension of using Emirati methods for creativity by administrators in government tourism agencies

Variable	Cronbach's Alpha	N of Items
Physical Supplies	0.963	10
Human supplies	0.932	9
Software supplies	0.945	7
Communication supplies	0.934	9
Information Technology	0.983	35
Management innovation	0.951	8
Technical innovation	0.903	4
Additional innovation	0.951	6
National Innovation Strategy	0.973	18
The scale of the first form	0.988	53

From Table (3) it was found that all study variables gave values greater than 0.7 and this indicates the stability of the scale.

Table (4) The scale stability for each customer opinion in creative ways

Variable	Cronbach's Alpha	N of Items
Creativity at the service level	0.945	5
Creativity at the pricing level	0.923	4
Creativity at the level of recreation	0.886	5
administration creativity	0.842	4
Operational creativity	0.939	6
The scale of the second form	0.980	24

From Table (4) it was found that all study variables gave values greater than 0.7, and this indicates the stability of the scale.

Characteristics of the surveyed administrators:

Among the most important characteristics of the study are the results of the study in Table (5):

Table (5) characteristics of the administrators surveyed

The characteristics of the respondents	variable	N	%
Gender	Male	87	87
	Female	13	13
Education level	Diploma	6	6
	Secondary	0	0
	University	87	87
	Postgraduate	7	7
Age	Less than 30 years old	20	20
	From 31 to 40 years old	53	53
	From 41 to 50 years old	15	15
	From 50 to 60 years old	0	0
Use of Government E-Service	No	15	15
	Yes	85	85

From Table (5) it was found that the majority of the respondents were male by 87%, while the percentage of females reached 13%, as most of the respondents had an educational level of university education by 87%, while the least of them had a secondary by 0%, while most of the respondents ranged in age from 31 to 40 years old, by 53%. By contrast, the lowest respondents were from 50 to 60 years old by 0%, and most administrators deal with customers through electronic services at 85%, and the following figures show the above results.

Characteristics of the surveyed customer:

Among the most important characteristics of the study are the results of the study in Table (6):

Table (6) the characteristics of the clients surveyed

The characteristics of the respondents	variable	N	%
Gender	Male	69	69
	female	31	31
education level	diploma	23	23
	secondary	23	23
	University	49	49
	Postgraduate	5	5
Age	Less than 30 years old	56	56
	From 31 to 40 years old	24	24
	From 41 to 50 years old	15	15
	From 50 to 60 years old	5	5

The characteristics of the respondents	variable	N	%
Use of Government E-Service	no	9	9
	yes	91	91

From Table (6) it was found that the majority of the respondents were male by 69%, while the percentage of females reached 31%, as most of the respondents had their educational level of university education at 49%, while the least of them were those who got postgraduate studies by 5%, while most of the respondents ranged in their age Less than 30 years old by 56%. In contrast, the least respondents were from 50 to 60 years old by 5%, and most administrators deal with customers through electronic services at 91%, and the following figures show the above results.

Discussion of results:

The results of the study are divided into two main parts, they are part of describing the results of the study and another part to identify the impact of applying Emirati methods for creativity when providing service to government tourism agencies from the administrators 'viewpoint on the quality of services after applying those methods from the clients' point of view. The following is a detail of the study results:

A. Description of the study results:

The descriptive part of the study consists of the respondents from two main aspects that represent the variables of the study, they are as follows: the use of Emirati methods for creativity by administrators in government tourism agencies and the quality of services after applying Emirati methods of creativity to clients dealing with government tourism agencies from their point of view.

1. Using Emirati methods for creativity by administrators in government tourism agencies:

This part of the study came to achieve the first goal, so the researcher used both the arithmetic mean, the weighted average and the standard deviation. The following are the results of the study to achieve these goals:

The first goal: to identify the Emirati methods of creativity when providing service to government tourism agencies from the point of view of administrators of tourism agencies.

To achieve the former goal, the results of the study reached the results represented in Table (7), which are as follows:

Table (7) Using Emirati roads for creativity by administrators in government tourism agencies

Variable	Mean	Std. Deviation	Rank
Physical Supplies	3.916	0.957	4
Human supplies	4.100	0.733	2
Software supplies	4.000	0.883	3
Communication supplies	4.269	0.644	1
Information Technology	4.071	0.772	2
Management innovation	4.229	0.682	2
Technical innovation	4.150	0.828	3
Additional innovation	4.230	0.688	1
National Innovation Strategy	4.212	0.679	1

From Table (7), it appears that the National Innovation Strategy ranked first with Mean 4.212 and Std. Deviation 0.679 while Information Technology ranked last with Mean 4.071 and Std. Deviation 0.772

It was also clear from Table (7) that Communication supplies got first rank from Information Technology with Mean 4.269 and Std. Deviation 0.644, Physical Supplies ranked last with Mean 3.916 and Std. Deviation 0.957 It was also evident from Table (7) that Additional Innovation ranked first in the National Innovation Strategy with Mean 4.230 and Std. Deviation 0.688 and Technical innovation ranked last with Mean 4.150 and Std. Deviation 0.828.

2. Quality of services after applying the Emirati methods of creativity to clients dealing with government tourism agencies from their point of view:

This part of the study came to achieve the second goal, and for this reason the researcher used the arithmetic mean, the weighted average and the standard deviation. The following are the results of the study to achieve these goals:

The second goal: to get acquainted with the quality of services after applying the Emirati methods of creativity to clients dealing with government tourism agencies from their point of view:

To achieve the previous second goal, the results of the study reached the results represented in Table (8), which are as follows:

Table (8) the quality of services after applying the Emirati methods of creativity to clients dealing with government tourism agencies from their point of view

Variable	Mean	Std. Deviation	Rank
Creativity at the service level	3.918	1.013	4
Creativity at the pricing level	3.900	0.994	5
Creativity at the level of recreation	4.070	0.731	2
Administration creativity	4.113	0.796	1
Operational creativity	3.990	0.883	3
The scale of the second form	4.210	0.454	

It also became evident from Table (8) that Administration creativity got first rank from Customer Opinion Form in Quality of Services with Mean 4.113 and Std. Deviation 0.796 and Creativity at the pricing level ranked last with Mean 3.900 and Std. Deviation 0.994 the general Mean of study got 4.210 and Std. Deviation has 0.454.

B. The effect of applying Emirati methods for creativity when providing service to government tourism agencies from the administrators ’point of view on the quality of services after applying these methods from the clients’ point of view:

This part consists of answering the study hypothesis and it consists of two sub-hypotheses to achieve the results as follows:

1. The impact of the application of Information Technology when providing service with government tourism agencies from the point of view of administrators on the quality of services after the application of these methods from the customers' point of view:

This part of the study came to achieve the fourth goal and the first sub-hypothesis. There is no statistically significant effect at the significance level of 0.05 for the application of Information Technology when providing the service with government tourism agencies from the administrators ’point of view on the quality of services after applying those methods from the customers’ point of view, so the researcher used both Step Wise Multiple Regression The following are the results of the study to achieve these goals:

Table (9) The impact of the application of Information Technology when providing service with government tourism agencies from the point of view of administrators on the quality of services after applying these methods from the customers' point of view

Dependent Variable	Model Summery		ANOVA			Coefficient				
	R	R2	F	F Sig	Df	Variables	Std. Error	β	T	T Sig
Quality of services	1	0.999	35606.240	0.00**	96/3	Information Technology	1.090	0.013	1.459	0.000
						Communication supplies	-1.146	0.032	-0.329	0.000
						Software supplies	-0.552	0.038	-0.169	0.000
**. Correlation is significant at the 0.01 level (2-tailed).										

Table (9) indicates the presence of Information Technology application when providing service with government tourism agencies from the point of view of administrators on the quality of services after applying these methods from the customers' point of view through the value of F and equal (35606.240) which is greater than the tabular value and is significant at the level of significance (α≤0.01), which also represents the significance of this model at a degree of freedom of 96/3, and the value of R2 of (1) indicates that the degree of knowledge of rural sources of pollution sources with their dimensions has explained (100%) of the variance in the protective application.

The correlation coefficient R = (99.9%), which indicates a strong relationship between the degree of rural knowledge of the sources of pollution and the preventive application.

It was also found from Table (9) that there is a statistically significant effect at the level of significance (α≤0.01) for each of the Information Technology, Communication supplies, Software supplies where the beta value was 0.013, 0.032, 0.038 and for this the effect was direct and then rejects the null hypothesis that It states that there is no statistically significant effect at the level of 0.05 for the application of Information Technology when providing service in government tourism agencies from the administrators ’point of view on the quality of services after applying these methods from the clients’ point of view.

2. The effect of applying the National Innovation Strategy when providing service with government tourism agencies from the administrators ’point of view on the quality of services after applying these methods from the clients’ point of view:

This part of the study came to achieve the fourth goal and the second sub-hypothesis. There is no statistically significant effect at the level of 0.05 for the application of the National Innovation Strategy when providing service with government tourism agencies from the administrators 'point of view on the quality of services after applying those methods from the customers' point of view, and therefore the researcher used both From Step Wise multiple regression, the following are the results of the study to achieve these goals:

Table (10) The effect of the application of the National Innovation Strategy when providing service with government tourism agencies from the administrators 'point of view on the quality of services after applying those methods from the clients' point of view

Dependent Variable	Model Summery		ANOVA			Coefficient				
	R	R2	F	F Sig	Df	Variables	Std. Error	β	T	T Sig
Quality of services	0.894	0.800	391.334	0.00**	98/1	National Innovation Strategy	1.476	0.075	0.894	19.782
**. Correlation is significant at the 0.01 level (2-tailed).										

Table (10) indicates the presence of the application of the National Innovation Strategy when providing service with government tourism agencies from the point of view of administrators on the quality of services after applying these methods from the customers' point of view through the value of F and equal (391.334) which is greater than the tabular value and is significant at the level of The significance of (α≤0.01), which also represents the significance of this model, at the degree of freedom 98/1. The value of R2 of 0.894 indicates that the degree of knowledge of rural sources of pollution sources with their dimensions has explained what percentage (89.4%) of the variance in the preventive application.

The correlation coefficient R = (80%), which indicates a strong relationship between the degree of rural knowledge of the sources of pollution and the preventive application.

It was also shown from Table (10) that there is a statistically significant effect at the level of significance (α≤0.01) for each of the Information National Innovation Strategy where the beta value reached 0.075 and this was the effect of direct and then rejects the null hypothesis which states that there is no statistically significant effect at 0.05 level indication for the application of the National Innovation Strategy when providing service to government tourism agencies from the administrators 'point of view on the quality of services after applying these methods from the clients' point of view.

Conclusion and implications

From the findings of the study, we can conclude that innovation strategy is most essential and basic factor of the government excellence. In UAE, the government has enhanced a national strategy for the innovation strategy and enhance it's of the source to increase its effectiveness. Information technology is directly associated to the innovation strategy. It has shown a positive influence on the innovation strategy. It is important for the enhancement of the innovation strategy that government must have to confirm the adoption of information technology as it introduces considerable support to the whole development in the region. It is also concluded that in UAE citizens are well aware of the innovative strategy of the UAE government. The government has to concentrates on the establishment of human resource that understands the importance of the innovation as they also accept the whole development in the information technology. The basic impact of the information technology is positive on the innovation strategy of the UEA government. The focus must be on the development of the information technology that will lead to the enhancement of the “long term benefits” originated with the development of the “information technology”.

There is a basic limitation which has been related with the study. Test most essential limitation which has been related with the study is a time constraint. As the time is allocated by the institution, the researcher must have to finish the research in the specified time. Also, the scope of the study is very large according to which some of the essential factors are not involved in the study. Ethical consideration is another essential limitation that has emerged in the study. Citizens are averse to introduce information against the event. The reliability of the data is also considered a limitation of the study.

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