

## Abstract

The aim of this research is to investigate the influence of culture value orientations on work activity orientation in Jordanian travel agencies. To this end, the research defines a new theoretical model of relations and presents an empirical study to examine the effect of Nature of Humans, Relationships Among People, Relation to Broad Environment and Time on Work Activity Orientation.

The proposed theoretical model was tested in the Jordanian tourism Sector mainly Jordanian Travel Agencies. A Total of 250 respondents completed the research questionnaire. The data was analyzed and the hypotheses were tested by using the proper Statistical Analysis PLS path modeling (Smart PLS 2.0) and (SPSS.18) programs.

This research confirms that the cultural value orientations elements are strong predictors of work activity (except Time) and they account up to (29.1) percent of variance in Work Activity. Relationships Among People has the strongest and largest importance in explaining the influence in work activity .The relative influence in this respect was (0.39) on work activity this is followed by relationship to Broad Environment that contributes (0.307) on work activity and lastly Nature of Humans that contribute (0.119) on work activity .

In contrast, the result of (Time) is (0.243) for T-Statistics which is insignificant

**Keywords:** Culture, Travel Agencies, Relationship Among People, Nature of Humans  
Work Activity