Research Title: Skills Development of New Recruits in Travel Agents Category – A and Cairo Five Star Hotels (Application to Tour – Leaders and Guest Relation Managers)

Abstract

Tourism is considered a wagon train for development in many developing countries and, therefore, have become of top priority interest for what it offers in support of a country's economy by way of what it yields of hard currencies and opening doors of jobs for many classes of society and, thus, it helps overcome the problem of unemployment.

The influx of tourists is tied to the degree of acceptable services offered to tourists from the workforce in various aspects of tourism action, especially the hospitality industry. This study explore the points of strength and the points of weakness of the performance of tour leaders of travel agents category A and guest relation managers of Cairo five star hotels who have been newly appointed. The reason behind choosing those two jobs is the similarities and overlapping skills that must be available to both of them to avoid any problems and complications in efficiently dealing with tourists and making their stay a comfortable and pleasant one.

This study uses the descriptive and analytical method in the analysis of personnel data to reach many valid results, most important of which is the importance of mastering more than one language and the availability of knowledgeable leadership and skills in solving clients problems and the efficiency in using different forms of travel agencies and hotels in an appropriate way as well as conducing training courses.

Key Words: Skills Development – Tour Leaders – Reports