

البحث الثاني

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ISO10015 Adoption as a Driver for Better Employees' Performance: Implications for Organizational Excellence in Egyptian Tourism and Hospitality industry	عنوان البحث
اعتماد ISO10015 كمحرك لتحسين أداء العاملين: الآثار المترتبة على التميز المؤسسي في صناعة السياحة والضيافة المصرية	
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Abstract Nowadays the global competitive environment around the world is forcing the tourism and hospitality firms to search for new sustainable strategies to distinguish itself from its competitors. One of the core directions in this context is ISO 10015 that could improve and develop the employees' capabilities and enterprises' excellence to stay competitive. The main aim of this research is to investigate the extent of adopting international training standards (ISO10015) and its impact on organizational excellence through improving employees' performance in Egyptian resorts and tourism companies. Therefore, ISO 10015 is a pivotal strategic tool for business development and sustainability. Whereas, ISO 10015 standard concentrated on standardizing the training process and that consists of the following six stages of " analyzing performance problems, defining training needs, designing and planning training, providing for the training, evaluating training outcomes, monitoring and improving ". The research is based on a quantitative method to reach its aim. The range of this research is limited to all managers of human resources and training at five-star resorts and tourism companies (Category A) in Hurghada City in Egypt which counted 23 hotels and 63 tourism companies according to (EHA, 2018) and (ETAA, 2018). As a result of this, the researchers adapted the complete census method to the study population regarded to its small	

size. In order to achieve the research aim, 180 questionnaire forms were distributed, 126 forms were returned; while 9 were invalid. This made 117 valid forms with a response rate was (65%). SPSS version (26) is used for Statistical analyses. Data collection was carried out during the period from October to December 2020. This research revealed very valuable results in the way it investigated the managers' perceptions of human resources and training on the extent of adopting international training standards (ISO10015) and its impact on organizational excellence through improving and developing employees' performance. So, the findings of this research give managers of human resources and training with important insights on how to enhance, develop and manage employees' competence thus achieving organizational excellence in the Egyptian tourism and hospitality industry.

Keywords: ISO 10015, Employees' Performance, Resorts, Tourism Companies, Hurghada, Egypt.