in today’s globalised market, a country competes with every destination in the type, price, and quality of tourism it offers. Therefore, business firms try to improve their performance in order to achieve the best attitude in the industry which guarantees domination and continuity in the market. So many managerial approaches have appeared that aim to improve the performance of business firms.

Benchmarking is considered a new approach to achieve the best performance and to strengthen the competitive capability of organizations. Therefore, the future of tourism development in Egypt as well as the ability of tourism firms to strengthen their competitive position will depend upon the ability of these firms to improve their performance.

The evidence along with the importance of improving performance and the fact that the quality of service is very important for the tourism sector led to the research question: is there any role of benchmarking for developing the performance and strengthening the competitive capability for tourism firms? Are the working tourist firms in Egypt using it?