ABSTRACT

In light of the changing environment and the rapid developments taking place in the business organizations, and as a result of intensive reliance on information technology, it has become imperative for organizations to research for new management methods adapted to the current environment and the final elimination of the traditional methods.

One of the newest approaches that had been applied to achieve the best performance and to strengthen the competitive capability of organizations is restructuring.

Hence, the research questions are: Is there a role for the method of restructuring in improving the performance of the business sector of tourism in Egypt? Can you take advantage of the method of restructuring as a tool by which to achieve the desired objectives within Egypt Air?

This study has objectives as follows:

1. Acquainted with the concept of restructuring as a tool to improve the performance of the business sector of tourism in Egypt.
2. Study the impact of the restructuring on the performance of the business sector of tourism in Egypt in general.
3. Analyze the impact of the restructuring on the performance of Egypt Air.

To achieve the objectives of this study, two hypotheses have been tested;

1. There are several obstacles to the application of the restructuring in a scientific manner by Egypt Air.
2. There is a statistically significant relationship between restructuring and performance Egypt Air.

The methodology of the study depends on the descriptive approach (case study) which includes review of literature, classifying data, interpreting data and presenting recommendation.

The researcher depends on two types of data for this study: primary data that include interview, questionnaire and secondary data that include books, periodicals, reports, conferences……..etc.

The structure of the study as follows the first chapter "Introduction", the second and the third chapter" Review of Literature", the forth chapter "Material and Methods", the fifth chapter "Results and Discussion ", and "Summary and Conclusion " is the sixth and last chapter .
The study revealed that the company implemented a restructuring, but the process in not effective enough.

The study presented some suggestions concerning the restructuring process in the company such as: raising awareness among high managerial levels of the restructuring importance to achieve the firm objectives, the sufficiency of skilled human resources needed to apply restructuring, the sufficiency of capital required for restructuring implementation.

Keywords: Restructuring, Performance, Egypt Air.