

<p style="text-align: center;">ISO 10015 Adoption as a Driver for Better Employees' Performance: Implications for Organizational Excellence in Egyptian Tourism and Hospitality industry</p>	<p style="text-align: center;">عنوان البحث</p>
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<p>Abstract</p> <p>Nowadays with 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' 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, this research focuses on the following six stages analyzing performance problems, defining training needs, designing and planning training, providing for the training, evaluating training outcomes, monitoring and improving as primary motives for improving and guarantee employees' performance and organizational excellence. 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 agencies (Category A) in Hurghada City in Egypt which accounted to 23 hotels and 63 tourism agencies according to (EHA, 2018) and (ETAA, 2018). Data collection was carried out during the period from October to December 2020. The research model that employed structural equation modeling was evaluated. This research finding revealed (1) the adoption of ISO 10015 training phases has a significant positive impact on improving employees' performance; (2) improved employees' performance also has a significant positive impact on organizational excellence. Therefore, human resources and training managers will have important insights on how to enhance develop and manage employees' performance thus achieving organizational excellence in the Egyptian tourism and hospitality sector by adopting ISO 10015 training.</p> <p>Keywords:</p> <p>ISO 10015, Employees' Performance, Resorts, Tourism agencies, Hurghada, Egypt.</p>	