

البحث السابع- بحث مشترك

Modelling the Impact of ISO 26000 Implementation on Egyptian Hotel Sector Performance	عنوان البحث
نمذجة تأثير تطبيق ISO 26000 على أداء قطاع الفنادق المصري	
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Abstract The purpose of this study is to explore the impact of ISO 26000 implementation on Egyptian hotel sector performance among hotel general managers, financial managers and food and beverage managers based on adoption seven core principles of ISO 26000 which are organizational governance, human rights, labor practices, the environment, fair operating practices, consumer issues, community involvement, and development. The study is based on a quantitative approach to achieve its aim. The procedure for collecting data for this study used a questionnaire to collect exploratory data. The semi-structured questionnaire online link was sent randomly to hotels' managers and financial managers via email and across social media (Facebook) to collect their perspective. The results of this study can act as a reference guide to hotel managers, financial managers and food and beverage managers to develop strategies to overcome ISO 26000 implementation challenges. First, the study revealed that hotel's progress on ISO26000 adoption contributed to maximize its economic performance, increasing market share and enhancing reputation. Second, the economic, social and environmental drivers have a significant positive effect on ISO adoption. Third, the result also indicated that the internal, the external and resources barriers have a negative effect on ISO adoption. Keywords: Hotel Performance, ISO 26000, organizational governance, community involvement, Egypt.	