



Name of Candidate: Mohamed Omar Ahmed Sayed **Degree:** Master
Title of Thesis: Activating the Employee Orientation for Improving Service Quality
in Greater Cairo Hotels

Supervisors: 1- Prof. DR. Mohamed A. Wahab Morsy
2- DR. Ashraf Elsayed Abdel Maboud

Department: Hotel Studies

Approval: 15-22 /07/2007

ABSTRACT

Orientation Programs provide a means of assisting new employees in becoming familiar with their job, their co-workers, and the organization. Orientation can perform a critical role for a new employee by providing newcomers with a variety of important information such as organization goals, values, history and people. Orientation encourages employees to understand how organizations function and develops teamwork. Therefore, orientations give a first impression to new employees that can be critical to the long-term commitment of the employee.

In this study, the researcher has a closer look at the OPs concept, a brief history of the concept, the importance, benefits and the role of OPs, and its impact upon service quality, employee satisfaction, employee commitment and teamwork. Success factors of OPs. The barriers of OPs implementation.

In this study, a methodology for evaluating the role of OPs in five-star hotels in greater Cairo and its impact especially upon the quality of services offered. The researcher makes survey for all five-star hotels in greater Cairo. The researcher used questionnaires to collect data from field study which distributed according to the total number of employees at five-star hotels. 285 copies were obtained and 71.3% is the average response rate. Statistical Package for Social Sciences (SPSS, 11.0) program was used when analyzing data.

The findings of this study discovered that the hotel executives were more aware than line staff about the OPs concept. It was also revealed that the OPs effect on the improvements of the service quality through (reduce employee's turnover, reduce anxiety and stress, increasing productivity and motivation, increasing participation and teamwork, safety and accident prevention, problems solutions, decreased costs , saving time).

Overall, this research issues the hospitality industry should be interested to develop an orientation policy and an implementation strategy of OPs for improve service quality. The awareness of the importance of OPs should be raised between managers, supervisors and employees.

Keywords: Orientation Programs, Service Quality, Employee Satisfaction, Employee Commitment, Factor Success, the Barriers.
