

<p style="text-align: center;">Change management as a tool to enhance the level of job innovation for employees in Egyptian travel agents category (A).</p>	<p style="text-align: center;">عنوان البحث</p>
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Abstract

Innovation is one of the basic ingredients in the process of change. The surrounding developments resulting from the information revolution, the technological explosion and the increase in competition between companies have caused many problems. Therefore, organizations must respond to these developments by making changes that go along with these developments. This can only be achieved with the presence of new ideas and modern methods that respond to these constant changes. Therefore, the current research aims to shed light on the impact of change management on the job innovation of employees in Egyptian tourism companies category (A); By studying the relationship between the fields of change management and job innovation for employees of these companies; In order to achieve the objectives of the research, it has been used the descriptive analytical method. The sample of the study was selected from the employees of those companies. The sample size was 382 employees, 327 forms were retrieved and they were fully answered. The data was analyzed using the SPSS (20) statistical program to test the hypotheses of the study. The most important result of the study was The existence of a statistically significant relationship between the change in technology and the change in the job field and between job innovation, as the study also clarified the absence of a statistically significant relationship between the change in culture and change in the organizational structure and between the job innovation of employees in Egyptian tourism companies' category (A).

The study reached asset of recommendations, including holding training courses for employees in tourism companies to train on change and how to manage change. Supporting the presentation of new and unconventional ideas and providing an appropriate atmosphere that contributes to spreading the culture of innovation in order to achieve the required change in the work environment and contribute to overcoming the obstacles that hinder achieving the desired change.

Keywords: change management - people culture - technology - organizational structure - job field - job innovation.

