

بحث رقم (٦)

The Influence of Technological Innovation on Tourism Enterprises' Performance: A Comparative Study of Travel Agents and Hotels in Egypt

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Abstract

Given the rapid development of competition, organizations are in urgent need for creating viable new concepts, activities, and practices. In recent years, innovation has emerged as a pressing theme for most organizations involved in service industry. Technological innovation competencies are being required in all fields and at all levels in tourism and hospitality industry. This study aims to examine the influence of technological innovation on tourism and hospitality enterprises' performance in Egypt. Quantitative approach is used to achieve the aim of the study. Questionnaires were distributed and collected from managers in travel agencies category 'A' and five star hotels in Egypt. The main findings of the study are: product and process innovations have a significant effect on production, financial, and market performance of Egyptian travel agents and hotels. This study is useful for tourism and hospitality organizations that are in imperative need to improve their performance. This study is contributing to knowledge by providing insights from tourism and hotel sector in a developing country, Egypt.

Key words: innovation, technological innovation, travel agents, hotels, Egypt