

Knowledge Management and Tourism: An Exploratory Study Applied to Travel Agents in Egypt

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Abstract

In today's information-driven economy, companies uncover the most opportunities of knowledge management adoption. Knowledge management, which is an approach, focuses on the development, storage, retrieval, and dissemination of information and expertise, has become an important tool to improve performance in tourism enterprises. This includes improving decision-making, developing customer services, and increasing sales and profits. Knowledge management adoption depends on some factors such as human capital, organizational culture, technological infrastructure, management support, business strategy, and employee participation. This study aims to explore the concept of knowledge management in travel agents in Egypt. It explores the requirements of adoption and its impact on performance in these agencies. The study targets Category A travel agents in Egypt. Category A travel agents are licensed to work in inbound and outbound tourism activities and its related services. The population of the study encompasses Category A travel agents having online presence. An online questionnaire is used to collect data from managers of travel agents.

This study is useful for travel agents who are in urgent need to restructure their intermediary role and support their survival in the global travel market. The study sheds light on the requirements of adoption, and expected impact on performance. This could help travel agents identify their situation and the extent to which they are ready to adopt knowledge management. This study is contributing to knowledge by providing insights from the tourism sector in a developing country where the concept of knowledge management is still in its infancy stages.

Keywords: knowledge management, knowledge management adoption, performance, travel agents

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