

**BENCHMARKING AS A TOOL FOR
DEVELOPING THE PERFORMANCE &
STRENGTHENING THE COMPETITIVE
CAPABILITY OF TOURISM SECTOR IN
EGYPT**

By

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Abstract

In today's globalized market, a country competes with every destination in the type, price, and quality of tourism it offers. Therefore, business firms try to improve their performance in order to achieve the best attitude in the industry which guarantee the domination and the continuity in the market. So, many managerial approaches had appeared that aim to improve the performance of business firms.

Benchmarking considered as a new approach to achieve the best performance and to strengthen the competitive capability of organizations. Therefore, the future of tourism development in Egypt, as well as the ability of tourism firms to strengthen its competitive position will depend upon the ability of these firms to improve its performance.

This evidence along with the importance of improving performance and the fact that quality of service is very important for tourism sector led to the research questions: Is there any role of benchmarking for developing the performance and strengthening the competitive capability for tourism firms? Are the working tourist firms in Egypt using it? How the apply this process? If not, what are the main reasons?

This study has two broad objectives as follows: (1) to identify the role of benchmarking as a tool used to develop the performance and support the competitive capability of tourist firms, (2) to evaluate the current situation of using benchmarking in working tourism firms in Egypt, and identify the main reasons of no application.

To achieve the objectives of this study, three hypotheses have been tested: (1) there is an important role of benchmarking as a tool used to develop the performance and support the competitive capability of tourist firms, (2) the majority of the working tourist firms in Egypt are not using benchmarking as a tool to develop its performance and to strength their competitive capability, (3) the scientific steps of benchmarking are not followed in the firms that are applying it, because of the shortage of equipped and skilled team work and the lack of partners for data exchange among tourist firms.

The methodology of the study depends on the descriptive approach (statistical methods) which includes review of literature, classifying data, interpreting data, and presenting recommendations.

Given the nature of the study, the methodology used will be based largely on quantitative data and complemented by qualitative analysis.

The researcher depended on two ways to collect the data of this study. Primary data that include interviews and questionnaire and secondary data that include books, periodicals, reports, conferences,etc.

The structure of the study as follows; the first chapter introduction, the second chapter is review of literature, the third chapter is material and methods, the fourth chapter is results and discussions, and summary and conclusion is the fifth and the last chapter.

This study detect that benchmarking does not applied in tourist firms working in Egypt.

The study presents some suggestions concerning the using of benchmarking in tourist firms working in Egypt such as: raise awareness among high managerial levels of the importance of benchmarking, and learning benchmarking steps, identify the strength and weakness of the company that affect its success. The need of skilled human resources with enough quantity and quality to apply benchmarking, the sufficiency of capital required for benchmarking implementation.

Keywords: benchmarking, performance, completion, tourist firms, Egypt