

البحث السابع: مشترك

<p><b>The role of organizational memory in enhancing the strategic performance of tourism companies</b></p>	<p>عنوان البحث باللغة الإنجليزية</p>
<p>د/ بسام سمير الرميدي - د/ مصطفى محمود حسين</p>	<p>الباحثان</p>
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<p>This study aimed to measure the impact of the availability of organizational memory and its dimensions (technical organizational memory, administrative organizational memory, and cultural organizational memory) on strategic performance and its dimensions (financial performance, operational performance, and competitive performance), by applying it to a sample of 212 managers and heads of departments in tourism companies category “A” in the governorates of South Sinai and the Red Sea. The descriptive analytical method, the questionnaire, and the SPSS program were used to collect and analyze the study data. The results of the study concluded that there is a significant and positive impact of organizational memory with its three dimensions of technical organizational memory, administrative organizational memory, and cultural organizational memory on enhancing strategic performance and its three dimensions of financial performance, operational performance, and competitive performance in tourism companies. The study recommended that tourism companies should pay close attention to building, updating and developing its organizational memory, and relying on it continuously when making decisions, developing strategies, facing changes and challenges in the work environment, training and promoting employees.</p> <p><b>Key words: organizational memory, strategic performance, tourism companies, South Sinai, the Red Sea, Egypt.</b></p>	<p>الملخص باللغة الإنجليزية</p>