

Abstract

Title study	:Human Resources Development Role in Enhancing Event Tourism Competitiveness in Egypt
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Key words	Event tourism, Human Resource Development, Event Planner, Event Planning Companies, Egypt.

Human resources are considered the foundation of the event tourism, so Human Resources Development (HRD) has become one of the most important functions of Event Planning Companies (EPCs) that seeks to achieve the highest levels of competitiveness.

The current study aims to identify how the development of human resources in Event Planning Companies can enhance Event Tourism Competitiveness (ETC) in Egypt.

The current study is based on testing four hypothesis:

- (1) Human Resources in EPCs have a number of competitive characteristics that appropriate to the advancement of the event tourism in Egypt.
- (2) There are relational relationships between the HRD methods & tools, and competitive characteristics of human resources in Egyptian event planning companies.
- (3) HRD methods & tools in Egyptian EPCs have an impact on the scope of competition for those companies.
- (4) The Egyptian governmental associations contribute to enhance the event tourism competitiveness in Egypt by their role in Human Resources Development in Egyptian EPCs.

The study population includes Companies Planning Events in Egypt which are about 53 companies. As a result of the small

size of the population, a comprehensive survey method was used as a sample frame.

The study used the analytical descriptive approach whose tools and methods described the study quantitatively and qualitatively.

The study depends on the questionnaire form to collect the primary data, while the secondary data were collected from books, periodicals, scientific articles, and web sites that were related to the thesis subject.

The study reveals the following results:

(1) The weakness of competitive characteristics of the human resources in event planning companies in Egypt.

(2) There is a great relationship between the methods and tools, of human resources development and the competitive characteristics of human resources in the EPCs in Egypt

HRD methods & tools in Egyptian EPCs have an impact on the scope of competition for those companies.

(3) There is no impact of HRD methods and tools on the scope of competition for the event planning companies.

(4) There is a great shortage in the Egyptian governmental associations participation in the field of Human Resources Development.

The study raises a number of recommendations which depend on maximizing the role of organizational development, Training, performance evaluation, employees motivation, employees empowering, and authority delegations in enhancing knowledge, quality, technological constituents and financial resources as competitive characteristics of Human Resources in Event Planning Companies in Egypt.