

Requirements for Implementing Knowledge Management in the Egyptian Tourism Companies Category A

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ABSTRACT

Knowledge management has become an important strategy adopted by organizations. Effective knowledge management can help the organization to improve internal processes, Customer services and products ,so the current research aims to Highlight the requirements of the application of knowledge management in the Egyptian tourism companies category (A), identify the availability of knowledge management requirements in these companies, As well as the relationship between knowledge management requirements (organizational culture, management leadership, human resources, and information technology) And the reality of application of knowledge management in the Egyptian tourism companies category (a). To present a set of recommendations and proposals to spread the culture of knowledge management in Egyptian tourism companies. This study adopted to design of a questionnaire for employees of these companies. The study sample consisted of 200 workers within tourism companies. Quantitative data collected using SPSS (20). The study showed a positive relationship between knowledge management requirements (organizational culture, management leadership, human resources, and information technology) and application of knowledge management to Egyptian tourism companies (a), The study presented a number of recommendations such as the necessity of spreading knowledge management culture among the employees of Egyptian tourism companies, and to highlight organizational cultures that help to create career, Increasing attention to the positive values that contribute to increasing the level of administrative efficiency, focusing on the infrastructure and technology of Egyptian tourism companies.

Keywords: Knowledge Management - Organizational Culture - Human Resources - Administrative Leadership- Information Technology