

Exploring the Impact of Internal Marketing on Organizational Commitment of Travel Agents' Employees

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Abstract

One effective way of improving employees' performance is increasing their organizational commitment to the workplace. A good internal marketing system could positively contribute to employee organizational commitment development. The current study is exploratory in nature. It aims to explore the impact of internal marketing dimensions on travel agencies' employee organizational commitment. A questionnaire form was used to collect data from travel agencies' employees randomly. Structural equation modelling technique was used to test the hypotheses of the study and reveal rigorous, valid, and reliable findings. Findings revealed that some dimensions of internal marketing are significantly contributing to organizational commitment of travel agencies' employees. Contributions of study to knowledge and practices are also introduced.

Keywords: Internal marketing, organizational commitment, travel agencies, employees, Egypt.