

**Alexandria University**  
**Faculty of Tourism and Hotels**

**"Measuring the impact of knowledge sharing on employees' service innovative behavior in Tourism Companies in Egypt"**

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## Abstract 200 Words

Achieving high levels of service innovation in tourism organizations according to (Mohamed, Stankosky, and Murray 2004; Finnegan and Willcocks 2006 ; Hallin and Marnburg 2008; Hu, Horng, and Sun 2009), requires support for knowledge sharing among their employees.

This study aims to achieve the following:

Measuring the impact of knowledge sharing on employees' service innovative behavior in the Egyptian tourism companies class A and the relationship between them, Measuring the extent of implementation of knowledge sharing and employees' service innovative behavior concept in the Egyptian tourism companies class A, Identifying the barriers of knowledge sharing and employees' service innovative behavior in the Egyptian tourism companies class A, Identifying the factors influencing knowledge sharing and employees' service innovative behavior in the Egyptian tourism companies class A.

The deductive approach using the quantitative method was adopted. Also a semi-structured questionnaire form was distributed to a sample of 278 Egyptian tourism companies category A, and the response rate was 85% using the simple random sampling technique.

The results of this study indicated that knowledge sharing adoption interprets 52% of the employees' service innovative behaviour adoption, and a strong positive correlation was also found between them. Finally the study provided recommendation and applying mechanisms.