

The Role of E-Training in Improving the Quality of Work Life for Workers in Business Organizations: a field study

Mohamed Albaz
Business Administration Department
Faculty of Commerce, Suez Canal University
Email: [Mohamed Albaz@commerce.suez.edu.eg](mailto:Mohamed.Albaz@commerce.suez.edu.eg)

Abstract:

Purpose: The purpose of this research is to improve the quality of work life for workers in the Egyptian tourism sector through the e-training entrance.

Practical implications: Companies seek to adopt improving the quality of life for workers in the Egyptian tourism sector in order to have strategic solutions to promote Egyptian tourism locally and globally in light of the development strategy.

Originality/Value: The e-training programs should be geared towards adopting the quality of work life for employees. A research paper covering the framework of achieving development for the Egyptian tourism sector under study.

Results: The Egyptian tourism sector needs to adopt e-training in seminars, workshops, modern curricula and additional training, with continuous evaluation of the performance of the various services provided to promote Egyptian tourism globally.

Keywords: E-Training, Quality of work life, the Egyptian Tourism Sector.

JEL: M1

First: Introduction:

Since the beginning of the eighties of this century, African countries began to use technology in various sectors in order to provide integrated services and communicate more effectively to various human resources. Planned to modify behavior, knowledge or skill through learning experiences to achieve effective performance in an activity or set of activities. Business organizations today have begun to offer a variety of training programs to meet their organizational needs. They rely on information technology, systems, processes, procedures, industry-specific training, management training or Supervisory, interpersonal skills, executive development, core skills, new employee orientation, customer service and quality. (Mwangi & Anjum, 2019)

Quality is the important concept that every individual seeks to reach in all aspects of his life, and this concept has also been extended to include the tasks, activities and jobs in which a person works in order to earn money and provide a stable life. There is an inventory of research and studies to arrive at an accurate description of this concept. The quality of the job life does not mean the job titles only, but it goes deeper in describing the job concept, which is an essential part of the life of every employee; Especially since many people spend the greater part of their day at their workplace, whether in public or private institutions, and therefore; The work environment, style and management system, and the application of



quality and safety standards within the work organization and others come within one comprehensive concept, which is the concept of career life (Younger)

The tourism sector is one of the most important strategic and vital sectors in many national economies, as many countries of the world that believe in the prospects of tourism and understand the need to use its capabilities to achieve various administrative, economic and social impacts, and as a result of the development of this sector large-scale qualitative and quantitative changes occur Tourism, as a phenomenon operating in a multifaceted and complex environment, in the process of its development is a means to solve many problems of many industries and sectors in the country, the social development of the country, and raising the level and quality of life (I., 2022), as a result of the preparation of the Egyptian Ministry of Tourism many promotional initiatives for the sector in accordance with the strategy Egypt. And within the framework of analyzing and visualizing the tourism sector, one of the studies showed that the tourism industry is an industry that attracts employment, provides a set of jobs, and represents a lifestyle that a group of individuals seeks in order to find job opportunities, change their lifestyle and improve their living standards. (March. Xiong, 2019)

Second: The main text:

1. Research Problem:

The Egyptian tourism sector faces many human, service and health challenges as a result of the emergence of the Corona virus pandemic. The reasons for the deterioration, finding practical solutions and proposals to meet the challenges of this sector, and defining the role of E-Training in improving the quality of work life for workers in the Egyptian tourism sector.

2. Research Importance:

- 2.1 The subject of E-Training is a relatively recent topic in the field of Management.
- 2.2 The research paper is concerned with analyzing and studying the relationship between E-Training and the quality of career in the Egyptian Tourism Sector.
- 2.3 This research paper contributes to identifying the challenges and shortcomings facing the Egyptian tourism sector.
- 2.4 The study derives its importance from the field of application, which is the tourism and hotels sector, which represents one of the main pillars of the Egyptian economy, with revenues amounting to 4 billion dollars compared to revenues in 2019 of 13.03 billion dollars, and the state received about 3.5 million tourists (Farrag, 2021).

3. Research Objectives:

- 3.1 Identify the reasons for the deterioration of the Egyptian Tourism Sector under study, and identify the factors that led to the poor quality of performance for workers in the sector.
- 3.2 Analyzing the role of E-Training in improving the quality of work life for workers in Tourism Organizations.
- 3.3 Attempting to improve the quality of work life for employees within the framework of adopting e-training in the Egyptian tourism sector.
- 3.4 Coming up with recommendations that contribute to improving the quality of work life for workers in the Egyptian Tourism Sector.

4. Study framework:

When analyzing and studying the Tourism Sector in Egypt, the following was found:

- 4.1 The Egyptian Tourism Sector suffers from many shortcomings related to the impact of the global coronavirus pandemic.
- 4.2 The Tourism Sector faces a significant decline in the social level and cultural awareness of human resources as a result of the lack of modern technological capabilities compared to global capabilities, in addition to the shortcomings in the equipment of training centers and their inadequacy to achieve the quality of career life for workers in the sector.
- 4.3 There is a shortfall in the volume of revenues for the Tourism Sector as a result of the imposition of travel restrictions to various countries, which led to large financial losses and the layoff of many workers in the sector.
- 4.4 It was found that there are shortcomings in Tourism Organizations in the number of trained workers, low rates of electronic services, and the spread of unemployment and inflation in the sector.

The study (Janna, et. al, 2021) confirmed the impact of E-training, Career development and Employee flexibility on employee productivity in Companies in Indonesia., The study sample was 270 individuals from employees of one of the state-owned companies under study., The research method used was a quantitative method. The data was collected by distributing questionnaires using Likert scale, and the results showed that e-training and career development had a significant positive impact on employee flexibility, Career development and employee flexibility had a significant positive impact on employee productivity., But On the other hand, E-Training does not affect employee productivity. The study also found that there are beneficial effects for policy makers to determine the company's strategies related to E-Training, career development, and employee flexibility to increase employee productivity (Janna, Wolor, & Suhud, 2021).

Another study also aims to determine the impact of the quality of working life and organizational commitment on performance through the moderation of organizational culture for the study of health workers in puskesmas in the Gabus region, Pati Regency, where this research was conducted on 108 workers under study. The data was analyzed using SPSS software tools. And the study concluded that the quality of working life has a positive impact on the performance of employees at the GAPS Health Center, and the organizational culture works to modify the impact of the quality of working life on the performance of the employee in the GAPS Health Center, and the organizational culture also works to modify the impact of organizational commitment on the employee's performance At Jabs Health Center (Astuti & Soliha, 2021)

Quality of working life (QWL) also refers to the preference or disapproval of the work environment for people working in the organization, as the quality of working life is becoming more and more important, employers have redesigned and modified their own jobs to provide them with good quality QWL, reduce work stress, and improve the relationship with peers, motivating teamwork, providing effective human resource development and creating a learning environment for employees, QWL also shapes the work environment, work methods and results and also encourages employees of all levels to actively participate in the organization. One of the main objectives of QWL is (1). Creating a positive attitude, (2)



increasing productivity, (3) improving an employee's standard of living, and (4). It increases the effectiveness of the organization. As several recent studies have shown that the new path of employee retention in the organization can be increased by paying attention to the employee's requirements/needs and only then; The company can benefit from productivity, employee loyalty, and the company's long-term reputation. QWL has a significant impact on organizational effectiveness (Majumder & Biswas, 2021).

The impact of the new Corona virus (Covid-19), which is one of the types of humanitarian disasters, has affected individuals and companies all over the world, causing many global crises, including economic, administrative and social crises, which had a significant impact on the tourism sector, which led to a decrease in the rate of returns Foreign exchange and various regional developments and reduced employment opportunities, which led to the disruption of local communities as a whole. The current study confirmed a significant decrease in the arrival of foreign tourists to India in 2020, the paper aims to predict the arrival of foreign tourists to India and analyze the impact of COVID-19 based on four scenarios taking into account the closure and without it in terms of loss and gain, and the study reached to take decisions The strategy and operational needed to resolve the crisis, along with maximizing environmental and management fees (March, Jaipuria, Parida, & Ray, 2020).

Based on the above, the researcher believes that the E-Training approach has a strategic role in improving the quality of career for workers in the tourism sector, which maximizes performance rates, by supporting business organizations to adopt quality standards and supporting creativity and innovation processes for human resources while providing all modern technological and informational requirements and providing models In light of the foregoing, a proposed strategy can be clarified to increase the role of the E-training entrance in improving the quality of workers' careers, as shown in the following table:

Table No. (1)

A proposed strategy to improve the quality of career in the Tourism Sector in light of the adoption of the E-Training approach

| | | |
|--|---------------------------------|----------|
| To transform Tourism Companies into development companies whose goal is to spread and enhance the role of the E-Training portal to improve the quality of workers so that they become leading companies in the Sector. | Strategic Vision | 1 |
| Egyptian Companies seek to maximize their role in developing the quality of performance rates of their employees, in a way that helps support e-training requirements to improve the quality of career life. | Strategy Message | 2 |
| The strategy aims at the role of the E-Training Approach in developing the quality of workers' performance, and increasing their ability to meet the challenges faced by Egyptian companies in achieving sustainable career development. | The goal of the strategy | 3 |
| - Administrative leaders adopt improvement and development strategies related to the quality of work life. | Strategic sub objectives | 4 |

| | | |
|---|---|-----------------|
| <ul style="list-style-type: none"> - Develop a plan aimed at providing all the supporting requirements for the tourism sector. - Developing the technological and research infrastructure for the tourism sector. <p>Providing specialized human cadres necessary to improve the quality of the tourism sector.</p> <p>Providing the financial, human and technological requirements to support the e-training entrance.</p> <ul style="list-style-type: none"> - Conducting awareness and education programs on the importance of the e-training portal's role in developing job performance rates for workers in the tourism sector. | <p>(strategic options)</p> | |
| <ul style="list-style-type: none"> - Strategic Management Leadership. - Flexible Organizational Structures. - Technology Programs and means of Training. - Modern Technological Infrastructure and Technologically qualified human cadres - Integration and support capabilities in the field of data, information and communications. - Distinguished public relations management and flexible crisis management. - A budget earmarked for financing. - Organized records that include the situation and strategic plans of the tourism sector. | <p>Implementation Ingredients The success of the strategy</p> | <p>5</p> |
| <ul style="list-style-type: none"> - Conducting continuous survey studies to find out what is new about the tourism sector. <p>Preparing accurate and flexible strategic plans for the company's needs from various studies.</p> <ul style="list-style-type: none"> - The presence of administrative leaders who believe in the idea of electronic development and openness to the outside world. - Providing the informational, financial and technological requirements that support the achievement of functional quality. - Take immediate decisions to reward creators and innovators, while building an effective system to reward and motivate those conducting research while supporting the necessary technological processes and means. - Providing the appropriate organizational climate to encourage employees to think strategically. - At least semi-annual follow-up in providing the necessary requirements for the E-Training entrance. | <p>The strategy implementation actions</p> | <p>6</p> |
| <p>The administrative leaders meet to develop a proposed timetable for implementing the strategy, provided that the potentials of tourism companies are taken into consideration before defining the timetable for implementing the strategy to ensure its success.</p> | <p>Time schedule</p> | <p>7</p> |
| <ul style="list-style-type: none"> - Forming a committee of administrative leaders to follow up and evaluate the extent of the implementation of the strategy's provisions and compare the achieved results with what is targeted. - Following up the timetable for implementing the strategy, identifying the obstacles facing the implementation of the strategy, | <p>Methods for monitoring and evaluating the implementation of</p> | <p>8</p> |



| | | |
|---|-----------------------|----------|
| <p>evaluating the levels of the dimensions of development, and following up on the commitment of each party to the roles assigned to them.</p> <ul style="list-style-type: none"> - Measuring the role of E-Training in improving the quality of work life for employees. - Recognizing the effect of E-Training on the quality of performance of workers in the Tourism Sector. | the strategy | |
| <ul style="list-style-type: none"> - Resources are available to many organizations and open channels of communication with developed world countries. - The desire to increase the number of innovative and creative proposals necessary for the development of the quality of the career of employees. - E-Training leads to an increase in the quality of performance rates for employees. - Transferring the experiences and expertise of other countries leads to an improvement in the performance rates of employees. - The desire to improve the added value of the tourism sector under study. | Justifications | 9 |

Source: Prepared by the researcher, and based on the theoretical framework of the study and Previous studies in the research.

In light of the foregoing, the researcher presents some special recommendations to improve the quality of work life for workers in the Egyptian tourism sector in light of the challenges and current conditions they are facing at the present time, as follows:

1. Develop advanced training programs of a technological nature, by preparing innovative plans and mechanisms to raise the efficiency of human cadres in the tourism sector.
2. State support for the development of creativity and innovation processes, through the establishment of innovative electronic training courses to develop and maximize human resource skills.
3. Achieving cooperation and coordination between the various concerned bodies by launching initiatives to support the Egyptian tourism sector to develop, replace and renew tourism organizations and support employment.
4. Restructuring tourism companies by launching new tourist destinations through electronic platforms.
5. Opening channels of communication with local and foreign companies in order to provide technological training programs for the development of human resources, and to cooperate in the establishment of global events necessary to promote and revitalize Egyptian tourism.

Conclusion:

The current era has witnessed an amazing revolution in the fields of science and technology and its applications in practical life. This information revolution has brought about a qualitative leap or what is known as the global transformations that have affected all educational processes, especially with regard to teaching methods and training methods. Which made some specialists in the field of training to employ these techniques in the

development of training programs and the emergence of what is known as E-Training, and with the advent of the Internet, the interest in using this network in developing training programs appeared, and as a result, what is known as the concept of E-Training via the Internet appeared. And adapting it to reduce social and cultural differences, and overcome the restrictions of time and place and the scarcity of human resources.

This article focuses on the most important strategic topics in the current era, which is the E-Training entrance and its role in improving the quality of the career life of employees, through the study of the tourism sector. With reference to the preparation of a proposed strategy to benefit from in the future in order to improve the quality of the performance of employees.

References :

- J. Astuti ; E. Soliha .(2021) .THE EFFECT OF QUALITY OF WORK LIFE AND ORGANIZATIONAL COMMITMENT ON PERFORMANCE WITH MODERATION OF ORGANIZATIONAL CULTURE . ,International Journal of Social and Management Studies , Vol. 2, No. 6 , Pp.89-99, Dec.
- J. Mwangi ; D., Anjum .(2019) .EFFECTS OF E-RECRUITMENT AND E-TRAINING ON HUMAN RESOURCE PERFORMANCE: A CASE STUDY OF TELKOM KENYA , International Journal of Research Publications (IJRP.ORG) ,(Aug .Liu, X, D., Bai, Y., Haun ,Vol.35, Issue. 2 ,Pp.1-14.,
- M. Farrag .(2021) .Tourism in Egypt .. Betting on 2021 despite the Corona pandemic . , Available online :<https://www.skynewsarabia.com/business/1412624>, Feb.
- March ;S. Jaipuria ,R. Parida و ,P. Ray .(2020) .The impact of COVID-19 on tourism sector in India .,journal of Tourism Recreation Research , <https://doiz.org/10.1080/02508281.2020.1846971>, 29 Nov ,Vol. 46, Issue. 2.,
- N. Janna ,C. Wolor ; U. Suhud .(2021) .THE ROLE OF E-TRAINING, CAREER DEVELOPMENT, AND EMPLOYEE RESILIENCE IN INCREASING EMPLOYEE PRODUCTIVITY IN INDOONESIAN STATE-OWNED ENTERPRISES . ,Journal of Business Excellence and Management , Vol. 11, Issue. 3, Pp.5-2.
- Parents Younger ' (بلا تاريخ). Quality of Life during the COVID-19 Pandemic: Do Job Changes and Family Conflicts Matter, ?A available Online: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8815772> ,/Vol. 9, Issue 1, Pp.1-9, Jan.
- Rakhmatov A. I .(2022) .Prospects and Forecast of Training of Highly Qualified Staff in Tourism .,Journal of Ethics and Diversity in International Communication , e-ISSN: 2792-4017, Vol. 2 , Issue 3, Pp.66-70. ,
- S. Majumder و ,D. Biswas .(2021) .COVID-19: impact on quality of work life in real estate sector . ,Available online: <https://link.springer.com/article/10.1007/s11135-021-01136-4>, Quality & Quantity ,Pp. 413- 427, 24.



Y., Zhang, Y., Lee, T. March. Xiong .(2019) .The rural creative class: An analysis of in - migration tourism entrepreneurship . ,International Journal of Tourism Research , <https://onlinelibrary.wiley.com/doi/full/10.1002/jtr.2317> ,Pp.42-53.