



Sadat City University
Faculty of Tourism & Hotels
Hotel Studies Department

**The Effect of Internal Marketing Application on Employees' Job
Satisfaction in Egyptian Hotels**

A Thesis submitted to Faculty of Tourism and Hotels – Sadat City University
In Partial Fulfillment of the Requirements for the Degree of Master of Science in
Hotel Studies

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2013

Abstract (200 Words)

The hospitality industry is unique in that employees are a critical part of the product and marketing mix. Therefore, reaching service profits and growth goals begins with taking care of those who take care of customers. Internal marketing is based on the notion of communicating with internal markets and treating employees like customers. The objective of internal marketing is to get motivated and customer conscious employees in order to achieve service excellence. Thus, this study sets out to assess the extent to which the internal marketing is applied in five-star hotels in Egypt and to find out whether internal marketing application has an effect on employees' job satisfaction.

The thesis includes five chapters; chapter one is an introduction. Chapter two represents a review of the literature that relevant to subject of internal marketing and job satisfaction. Chapter three explains the research methodology employed to accomplish the study objectives. Chapter Four represents a detailed analysis of field research data which were obtained through the use of appropriate statistical tools. The final chapter summarizes the results and presents recommendation.

The results reveal that internal marketing is applied in five-star Egyptian hotels. Moreover, the application of internal marketing affects positively employees' job satisfaction.