Creative Destruction as An Approach to Achieve Sustainable Competitive Advantage in Egyptian Travel Agencies

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Abstract:
Egyptian travel agencies operate in a rapid change and intense competitive environment, that making the survival of these agencies based on their ability to face challenges of work environment, and meet its changing requirements to achieve sustainable competitive advantage. Creative destruction approach is important for the survival and continuation of these agencies in work environment, and even gain sustainable competitive advantage that distinguish it from competitors. The study aimed to recognize the impact of applying creative destruction on achieving sustainable competitive advantage in Egyptian travel agencies category (A). Field study based on analyzing 273 questionnaires from 317 distributed on random sample from Travel Agencies managers in Cairo and Giza. The results of study indicate that there is a positive relationship between creative destruction elements (strategic thinking, change management, innovation and organizational culture) and sustainable competitive advantage in travel agencies category (A). The results also depicts that applying creative destruction affect by 56.3% on achieving sustainable competitive advantage in these agencies.

Keywords: Creative Destruction – Strategic Thinking – Change Management – Innovation – Organizational Culture – Sustainable Competitive Advantage.