The Impact of Quality of Work Life on Employees Performance and Organizational Effectiveness in the Egyptian Travel Agencies (Job Involvement As A Mediator)

Abstract
The quality of work life plays an important role in the success of the travel agencies in the work environment, which contributes to increasing job satisfaction, employment, improving performance, increasing the organizational efficiency and supporting the competitiveness of these agencies. The prime objective of the study is to explore the impact of quality of work life on the performance, as well as on the organizational effectiveness in the Egyptian travel agencies category "A" (Job Involvement as A Partial Mediator). In order to achieve this objective, the researcher designed a questionnaire and distributed it to a random sample of the travel agencies’ managers’ category "A" in Cairo, where 500 questionnaires were distributed, and 471 were retrieved, and 452 were valid for analysis, with a response rate of 90.4%. Three statistical programs were used to achieve the objectives of the study, and the tests of hypotheses, are IRTPRO V. 4.1, SAS V. 9.1 and Amos V.21. The study found that quality of work life affected positively and significantly both job involvement, employee performance and organizational effectiveness in the Egyptian travel agencies category "A". The study also revealed that job involvement affected positively and significantly employees performance and organizational effectiveness in travel agencies. Additionally, The study concluded that job involvement plays an intermediate (partly) role in enhancing the relationship between The quality of work life and employee performance, and between the quality of work life and the organizational effectiveness of in the Egyptian travel agencies category "A".

Keywords: Quality of Work Life, Job Involvement, Performance, Organizational Effectiveness, Travel Agencies, Egypt.