

Impact of Empowerment in Jordanian Hotels on Competitive Advantage Achievement

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ABSTRACT

The study aimed to investigate the impact of empowerment in Jordanian hotels on competitive advantage achievement. The study used the descriptive analytical methodology in addition to the self-administrated questionnaire for collecting the required data. The study population consisted of employees in Jordanian five and four-star hotels. A random sample was selected totaling (240). The study concluded that there is no statistically significant impact at (0.05) level of empowerment with its dimensions collectively (education, training, empowerment power, powers delegation) and competitive advantage achievement in Jordanian five and four-star hotels. The study also found that there is an impact of empowerment dimensions of competitive advantage achievement in Jordanian five-and four-star hotels save empowerment power. The study recommended hotels in Jordan to use empowerment as a result of its impact on competitive advantage achievement. And they also recommended to conduct extensive studies from time to time to determine the most important advantages and disadvantages of empowerment and to provide an appropriate organisational climate that allows implementation of empowerment and to benefit from other hotels experiences in empowerment topic and to enhance the positives experiences of other hotels, and to avoid the disadvantages of these experiments.

KEYWORDS: Empowerment, Jordanian hotels, Competitive advantage, Organisational climate.

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