
The effect of Tourism involvement on Employee's Service performance with condidering the mediating role of Work engagement and Job satisfaction at cookie brands stores in Lahijan

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Abstract In today's competitive world, tourism development in all areas, both nationally and regionally and internationally, has attracted public planners and private companies. Staff are the most important capital of each organization and the service performance of employee is very important in achieving the goals of the organization. The purpose of this research is to explain The effect of Tourism involvement on Employee's Service performance with condidering the mediating role of Work engagement and Job satisfaction at cookie brands stores in Lahijan. Statistical population of this research is composed of sales staff in the stores Cookie selling (Nadi, Naderi, Noshin and Peyman) in Lahijan, with more than 2000 employee in the sales section. By determining the sample size through the Morgan table, 350 questionnaires were distributed and analyzed. The Applicable purpose of this research is descriptive and correlational in terms of data collection method. Data were collected using a questionnaire with a 5-point range and analyzed using SPSS and Smart PLS3 softwares. The results of the data analysis confirmed the research hypotheses. Tourism involvement has a positive impact on service performance. Also, the effect of mediation of job participation and job satisfaction in relation between tourism involvement and employee service performance was confirmed. **Keywords:** Tourism involvement, Service performance, Work engagement, Job satisfaction

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