



The Impact of Internal Marketing on Employee  
Performance: Mediating Role of Employee Commitment  
in Travel Agencies in Colombo District

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G.P.P.Fernando

UWU/EX/14/0294

Public Administration Department

## ABSTRACT

Employees are the blood stream of any business. The accomplishment or disaster of the firm depends on its employee performance. Hence, top management realized the importance of investing in internal marketing for the sake of improving employee performance. This paper aimed at studying the impact of internal marketing on employee performance and to identify how employee commitment mediates between internal marketing and employee performance. This study was conducted on all employees of several administrative levels in the travel industry sector. To achieve the study objectives, data were collected through the selection of a random sample of workers in selected SLTDA registered travel agencies. 200 copies of the designed questionnaire were distributed over the targeted sample group. However, only 178 copies of the questionnaire were recovered, and this is 89% of the total number of the distributed copies. In order to achieve the objectives, researcher used descriptive analysis, correlation, simple regression, and macro process model 04. The results show that the internal marketing has strong impact on the employee performance. On the other hand, employee commitment has a mediating effect on the relationship between internal marketing and employee performance. By the results, research recommends that internal marketing can enhance the employee performance through employee commitment.

Key words: Internal marketing, employee performance, employee commitment, travel industry