

EVALUATING TOURISM AND HOSPITALITY GRADUATES: PERCEPTIONS OF STAKEHOLDERS IN EGYPT

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Abstract

One of the critical aspects of tourism education is the lack of industry participation in preparing the graduates. This in turns reveals a graduate who is not suitable to work in tourism enterprises unless he/she joins training courses to be qualified to the nature of the work. The gap between academia and industry is another reason of why graduates can not fulfill the requirements of industry. Add to this, the quality of education process could be included as one factor affecting the graduates qualifications and skills.

This paper aims to:

- Investigate the criteria of employees' recruitment by tourism and hospitality enterprises;
- Exploring the areas of gaps between academia and industry; and
- The satisfaction level of Stakeholders on tourism and hospitality graduates to work in tourism and hospitality enterprises.

The study uses a questionnaire form to be distributed to tourism and hospitality managers with whom tourism and hospitality graduates are working. Regression analysis will be conducted to achieve the aims of the study. This study will be useful to tourism higher education institutions to take the correction actions to improve the level of their graduates and exploring the criteria of good graduates in the eyes of tourism industry professionals.

Keywords: Tourism & Hospitality higher education, Tourism Stakeholders, graduates, education service quality, Egypt

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