

E-Learning 3.0 as a new generation in tourism Higher Education in Egypt

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Abstract

The main goal of this study is identify the importance of using web 3.0 technologies in learning process and discover factors which affecting the adopting these technologies as social media as a university e-learning (3.0) platform especially Task technology compatibility, student perceived Ease of use, Satisfaction, social interaction, and personal Enjoyment. In addition, it measures the effect of social media adoption on an interactive learning environment to improve learning process. The population of this paper was post-graduate students of Faculty of tourism and Hotels- Fayoum University in Egypt. A questionnaire was used as a research tool to collect essential data from respondents which had been selected randomly. SPSS program as a quantitative data version 20 was used for data analysing. Results indicated that students perceived Ease of use, task-technology compatibility, satisfaction, social interaction and personal Enjoyment affecting more the adopting e learning 3.0 processes. Beside, adopting social media is high effectively affecting interactive learning environment.

Keywords : Technology Compatibility – social interaction- e-learning 3.0 – Ease of use – Tourism - higher Education- satisfaction