

Social Media as an Effective Interactive Learning tool applied to Faculty of Tourism and Hotels – Fayoum University

Abstract

The aim of this paper is to discover the impact of students' attitude towards social media and the skills required to adopt social media as a university e-learning (2.0) platform. In addition, it measures the effect of social media adoption on interactive learning effectiveness. The population of this study was students at Faculty of tourism and Hotels, Fayoum University. A questionnaire was used as a research instrument to collect data from respondents, which had been selected randomly. Data had been analyzed using quantitative data analysis method. Findings showed that the students have a positive attitude towards adopting social networking in the learning process and they have also good skills for effective use of social networking tools. In addition, adopting social media is effectively affecting the interactive learning environment.

Keywords—Attitude, Skills, e-learning 2.0, interactive learning, Egypt, tourism