

ICT Training in Tourism and hospitality education institutes- analysis study of its types, effectiveness and graduates perceived importance

Abstract

Development of tourism and hospitality faculties' graduates is a key to the future health of hospitality and tourism sectors. Meanwhile information and communication technologies (ICTs) increasingly become the driving engine for productivity improvement and business opportunities in tourism and hospitality industry. Tourism and hospitality education and training must address these developments to enhance the ability of future managers in adopting a variety of ICT tools and strategies and increasing their organization's efficiency and competitiveness.

Therefore, this study aims to explore the types and effectiveness of ICT training offered by faculties of tourism and hotels in Egypt, and evaluating the importance of that training from the graduate's point of view. The study targets the graduates in the last 10 years from three different faculties of tourism and hotels.

Results revealed the types, levels and effectiveness of ICT training offered in these faculties and the extent to which training programs were appreciated by graduates working in different fields, and finally it recommended practices to enhance the training efficiency and raising the perceived benefits of it for workers in tourism and hospitality fields.

Keywords: ICT Training, Tourism and Hospitality Education, Egypt