Tourism and Hospitality Education Efficiency Management: The Case of the Tourism Department of Sultan Qaboos University

Authors : Tamer Mohamed Atef

Abstract : The tourism and hospitality education is a branch of the overall tourism and hospitality industry that is dedicated to providing the industry with well-educated, well-trained, skilled, enthusiastic and committed workforce. The Tourism Department at the College of Arts and Social Sciences (Sultan Qaboos University), Oman, has been providing the Omani society with undergraduate tourism and hospitality educational services since Fall 2001. Despite the fact that Tourism Department graduates are not facing any employment concerns, fluctuation in the number of enrollees and graduates, however, has been a significant characteristic since the inception of the program. To address this concern, several tactical and strategic decisions have been made, notably that the program has received accreditation from two prestigious international accreditation institutions, which mark two major milestones in the educational journey of the Tourism Department. The current study, thus, aims to provide a tourism and hospitality education efficiency management model. To achieve this aim, the following objectives were identified: to analyze students in - graduates out matrix, and to assess graduates' employment trends. A survey was conducted to assess the current employment status of the department graduates. Secondary data were collected from Deanship of Admission and Registration statistical reports on the Tourism Department. Data were tabulated and analyzed in such a way that set forth the major findings from the survey and the secondary data. This study sheds light on the educational system created and followed by the Tourism Department, in an effort to provide a tourism and hospitality education efficiency management model, that would help educators and administrators better manage their programs.
Keywords : tourism, hospitality, education, students, graduates, employability, indicators