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**A study of joint tourism training policies between
academic and professional sectors**

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Summary

Introduction:

Tourism is a multidisciplinary industry; it incorporates many industries and commercial activities, which still depend heavily on the human factor.

With the expansion of technological and economic developments through the use of work systems and the changes in management concepts and methods as well as the expansion of business and increased competition, the great importance of the human element made itself more felt, it is the crucial element of progress and development. The human element is the basis of productive activity and economic structure and by it life achieves its momentum.

Given the importance of the human element in tourism at all levels and ramifications, it seems natural that this element is the focus of interest for all the parties in the sector.

The availability of the necessary knowledge and skills of each of the employees is a basic demand in order to achieve the sector's aspirations for development and revitalization and level of service that is considered one of the key elements in competitiveness, which all tourist destinations are careful to excel in.

Global indicators have shown that the index of Egypt in international competitiveness tourism, has fallen from the position 85 to the position 124 and non-efficiency of the human element was one of the main causes, which must be reviewed urgently and decisively on both sides of vocational rehabilitation, educational and vocational training. The present method of training the human element and its formation and its rehabilitation – if there is a technique – lacks many of

the specific components of its content, so that it can be said that it has no known features.

The problem of the study:

There is no doubt that the tourism sector with its tremendous knowledge Component and the complex and dynamic environment characteristics is the sector that needs most the human element which is effective and efficient and capable of achieving the competitive advantage in the service business market.

Perhaps the gap between the requirements of the tourist business market and the experience and skills of the graduates of educational institutes is an evident result of deficiencies in the most important element in manpower and that is the training.

The lack of availability of methods and efficient training programs through the university level causes a lack of efficiency level that the business market requires the inability to keep abreast with any work developments, leading to widening the gap mentioned above.

In addition, training programs, which the graduate obtains, once joined the work in tourist companies, can't be assimilated as required; it is a result of not obtaining a scientific background to be able to absorb these training courses; it is supposed that these programs and courses should develop the skills that the graduate obtained through practical training at the university. Thus, integration between the policies of training that is required for graduates in terms of "objectives, programs and patterns and methods" in educational institutions and the policy of vocational training in business community.

Hence the problem of the research is about the lack of cooperation and integration of training policies in terms of "objectives, programs, patterns, methods and mechanisms" between applied training carried out

by the educational tourism institutions and the vocational training mandated by the business market, and thus the shortcomings of the efficiency of the human element and the shrinking of its role return back in the competitiveness of tourism services as indicated by the index of international competitiveness.

The importance of the study:

Through the growing interest in the human element in recent times, especially in the tourism domain because it is considered as the brain or intellectual or knowledge element.

Therefore, the researcher felt that there is an increased need in the tourism market for qualified graduates with high efficiency and skill compatible with the requirements of the business market and meet its needs which aren't the case now where there is:

- Lack of training in educational institutions.
- Lack of cooperation and integration between the academic and professional sectors in defining the tourism training policies.
- The waste of funds allocated for training since it doesn't achieve the required results.

Objectives of the research:

- defining the educational training level for the graduates.
- defining the vocational training level for the employees in the domain.
- Measure the educational training effect on the vocational training.
- Study the requirements of the business market skills, which secure the workers efficiency.
- Submit a proposal for the educational training policy.

Research methodology:

The researcher will depend on the Descriptive and analytical approach in this study through:

- Desk research :

Go through books, references and scientific studies as well as web sites in tourism and training of various kinds to cover the subject of research.

- Field research:

Through the questionnaire and the distribution of forms to the community of the phenomenon such as the "students in the educational institutions – some of the members of the teaching staff – workers in the tourism sector – some managers in the tourist companies"

Study questions:

- Is there a difference between the academic training during the education process & the vocational training when joining the work in the tourism sector?
- Is there a Correlation statistically significant between the determinants and dimensions of training?
- Is there any relationship between the vocational training when joining the work in the tourism sector and the academic training during the education process?
- Is there a reciprocal impact of both levels of training?
- Does a relative importance different in the determinants and dimensions training?

The general framework of the study:

The study is this research divided into (5) Chapters, as follows:

– Chapter I:

This chapter deals with: the current situation in educational institutions in Egypt "education – training".

– Chapter II:

This chapter covers: the professional skills for the workers in tourism domain "government – companies".

– Chapter III:

This chapter discusses: the professional formation between academic and professional training.

– Chapter IV:

This chapter presents: the field study.

– Chapter V:

This chapter includes: General conclusions and recommendations.

– List of Arab and foreign References

– Appendices

نبذة مختصرة باللغة العربية

نظراً لتزايد الإهتمام بالعنصر البشرى فى الأونة الأخيرة وخاصة فى المجال السياحى حيث يعتبر العنصر العفلى أو الفكرى أو المعرفى. رأى الباحثة الحاجة الماسة فى السوق السياحى إلى خريجين مؤهلين ذوى كفاءة ومهارة عالية تتناسب مع متطلبات سوق العمل وتلبى إحتياجاته وهو ما لا نجده فى الواقع العملى حيث قصور التدريب فى المؤسسات التعليمية، وعدم وجود تعاون وتكامل بين القطاعين الأكاديمى والمهنى فى وضع سياسات التدريب السياحى، وكذلك هناك ميزانيات مخصصة للتدريب السياحى المهنى ولكن لا تؤتى ثمارها. لذا كان الهدف من هذه الدراسة تحديد مستوى التدريب التعليمى للخريجين، وتحديد مستوى التدريب المهنى للعاملين بالقطاع، وقياس أثر التدريب التعليمى على التدريب المهنى، ودراسة متطلبات سوق العمل من المهارات التى تحقق كفاءة العاملين، وتقديم نموذج مقترح لسياسة تدريبية تعليمية وذلك من خلال دراسة الأوضاع الحالية للتعليم السياحى فى مصر، وتحديد المهارات الفنية للعاملين فى مجال السياحة، ومن ثم التوصل إلى آليات التنسيق بين التدريب الأكاديمى والمهنى.